

NO. 35 FEB 2024

MAD



OUR PRICE \$5.99 CHEAP!

WHAT'S
GONNA
HAPPEN?

MAX KORN
WAS HERE

MADMAG.COM

ART FROM COVER #2003, JUN 1994
ARTIST RICHARD WILLIAMS
BACKGROUND ART FROM COVER OF NAD #203
WRITER HARVEY KURTZMAN



EXPRESSED AIR TORR

END 10c for CATALOG of 3000 NOVELTIES

SMITHSON JOHN & CO., Dept.

BERN MENDOZA ASSOCIATE ART DIRECTOR



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CONTRIBUTING ARTISTS & WRITERS The Usual Gang of Idiots

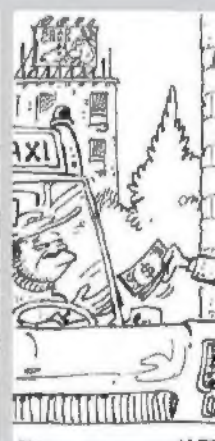
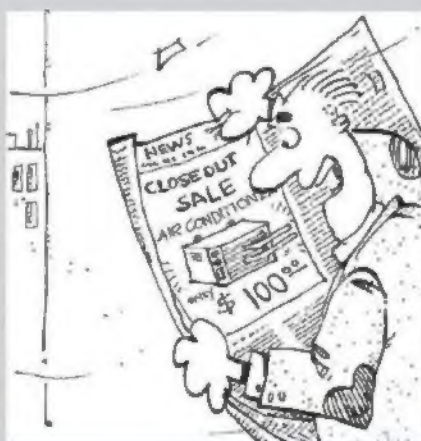
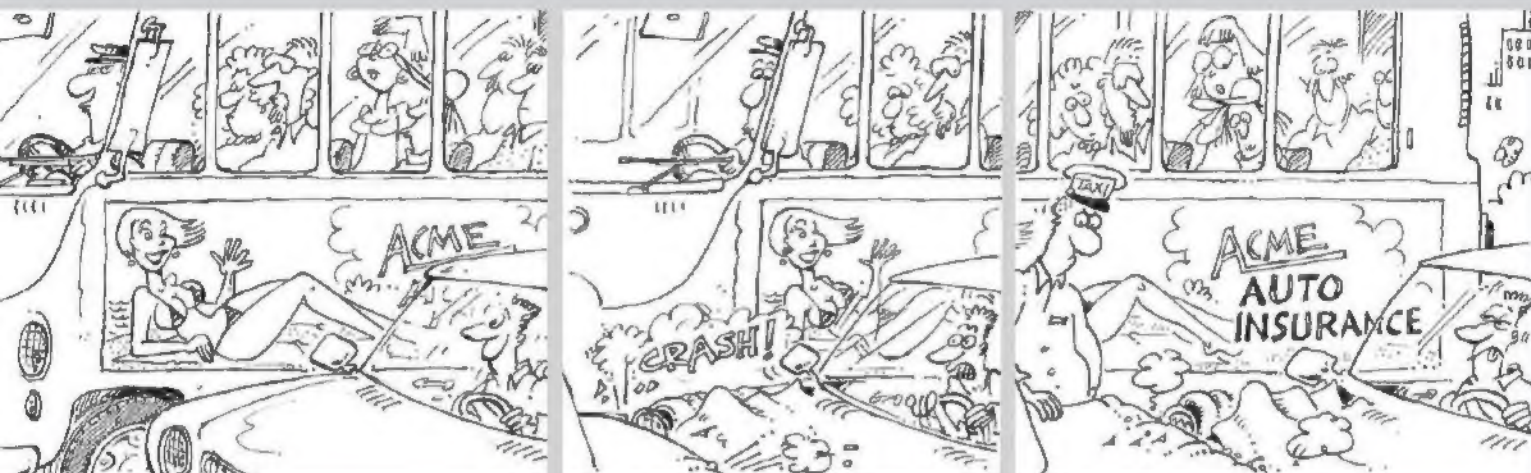
INSIDE BACK COVER A MAD Fold-In by Johnny Sampson

VARIOUS PLACES Drawn Out Dramas by Sergio Aragonés

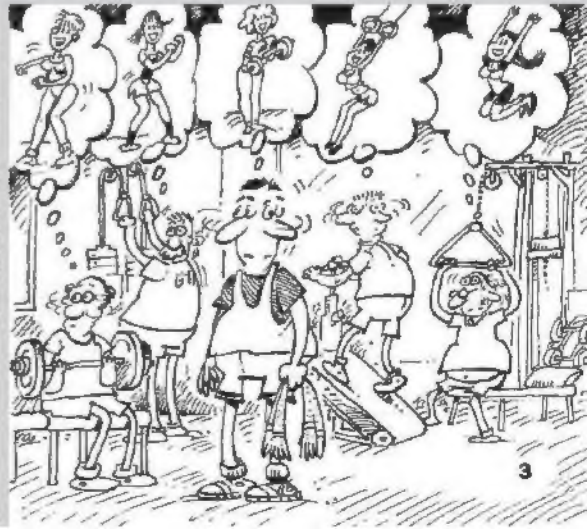
COVER ARTIST Scott Anderson

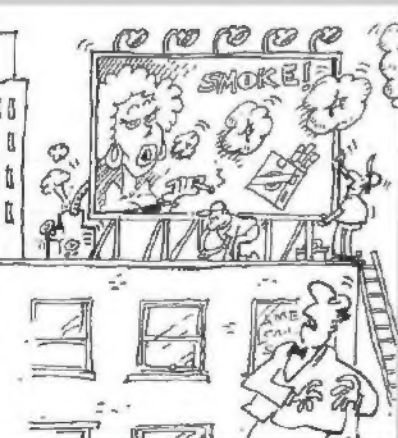
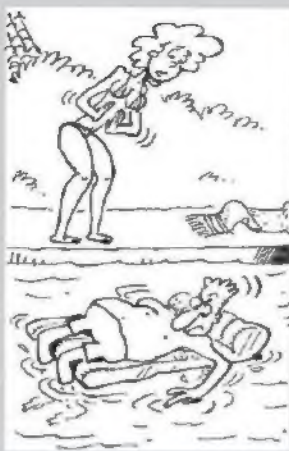
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A MAD LOOK AT



ADVERTISING





**WRIGLEY'S SPEARMINT GUM, GUM, GUM...
CARRY THE BIG FRESH FLAVOR
WHEREVER YOU GO, WHATEVER YOU DO...**

A vibrant, cartoonish illustration of a busy city street scene where everyone is carrying boxes of Wrigley's Spearmint Gum. A yellow taxi cab is overflowing with boxes, and a man in a suit, a woman in a pink dress, a man in a red hard hat, a man in a blue uniform, and a man on a bicycle are all carrying boxes. A sign on the building reads "CANDY GUM".

A vibrant, satirical cartoon by Jaffee showing a city in chaos due to an overabundance of Wrigley's chewing gum. The scene is filled with people fleeing in various directions: a woman in a red dress runs towards the viewer; a man in a purple coat pushes a red cart labeled "REPT. OF GUM CONTRA"; a man in a white uniform and cap runs past; a man in a green shirt and orange helmet rides a bicycle; a man in a yellow shirt runs away from a car; a man in a red suit walks through a large gum blob. A yellow car is stuck in a gum blob, and a green car is driving away. A dog is also running. In the background, a man in a red shirt runs away from a pink car. A sign for "CANDY GUM" is visible on the left. Large, monstrous blobs of Wrigley's gum are everywhere, some with faces and arms. The artist's signature "Jaffee" is in the bottom right corner.



Advertising has become so unbelievable that we no longer expect products to cost as little or perform as well as we're promised. We sit in magazines or stare glassy-eyed at TV and let the sponsors' incredible claims flow right past us without even bothering to read them. We do the jobs that are piling up drifts all around them. Start analyzing those ads you now ignore, and see how few you can find that are true.

ADVERTISING MAKES YOU WONDER...

WRITER TOM KOCH

ADVERTISING MAKES YOU WONDER...



... whether anyone in real life would actually walk into a crowded drug store and loudly start discussing his hemorrhoids with the pharmacist.

ADVERTISING MAKES YOU WONDER...



... what the banning of cigarette commercials on radio and TV has proved, except that the tobacco companies can save advertising money and still sell their products!

ADVERTISING MAKES YOU WONDER...



... why stores only offer real bargains at their "Going Out of Business" sales when they wouldn't have had to go out of business if they'd lowered their prices earlier!

ADVERTISING MAKES YOU WONDER...



... why a politician would spend \$10,000 on a full-page newspaper announcement to tell you he's a poor man in need of your contribution!

promised they will. In fact, the approach taken by advertisers has lost all touch with reality. So we just browse through
 present the fact that we're being fed a steady diet of baloney. MAD urges its readers to become more alert amid the snow
 force yourself to swallow once you actually pay attention to them! Because...

WHY DOES IT ALWAYS MAKE YOU WONDER...

ARTIST JACK DAVIS

ADVERTISING MAKES YOU WONDER...



... why a company that doesn't own a blimp should necessarily make better—or worse—tires than a company that does own a blimp!

ADVERTISING MAKES YOU WONDER...



... what's so great about being able to call anywhere in the country after 11 P.M. for 85¢, unless you have lots of far-away friends you love to wake up in the middle of the night!

ADVERTISING MAKES YOU WONDER...



... how companies invariably know that their offers are being made "... for a limited time only!" but they never seem to be able to tell you what that time limit will be!

ADVERTISING MAKES YOU WONDER...



... why your choice of deli products should be influenced by what an inarticulate three-year-old on TV tells you he prefers to eat!

ADVERTISING MAKES YOU WONDER...



... how breweries can claim their "New Light Beer" is a "major scientific discovery" when simply adding water doesn't seem like much of a discovery at all!

ADVERTISING MAKES YOU WONDER...



... how you get on mailing lists to receive sales letters that speak of "busy executives like yourself" when you're not even out of high school yet!

ADVERTISING MAKES YOU WONDER...



... what oddball type of car can use those tires you see offered for "only \$19" when the size that fits your compact always seems to cost \$49.50!

ADVERTISING MAKES YOU WONDER...



... whether any marriage was ever actually saved because the wife found a product that reduced static electricity in her husband's newly-laundered socks!

ADVERTISING MAKES YOU WONDER...



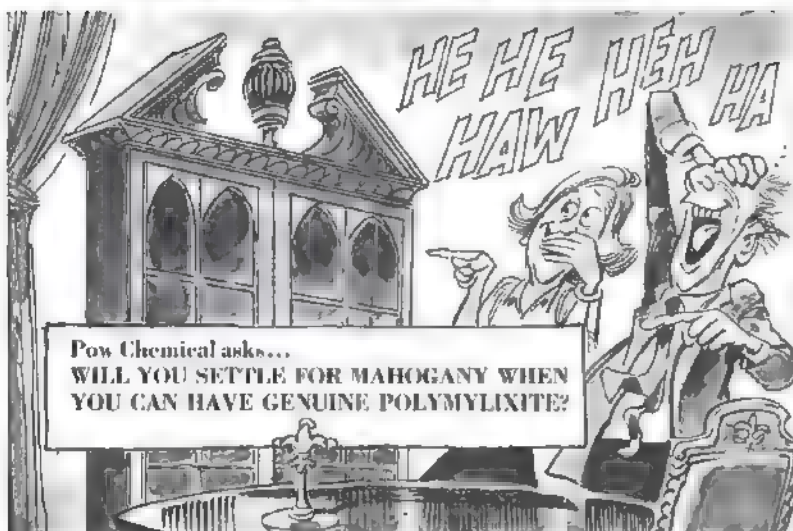
... why radio stations buy commercials on TV stations merely to announce that you'll encounter fewer commercials on radio stations than you will on TV stations!

ADVERTISING MAKES YOU WONDER...



... how a coffee company that just raised its price by a dollar a pound has the gall to send you coupons good for 50% off on every pound you buy at the new price!

ADVERTISING MAKES YOU WONDER...



Pow Chemical asks...
WILL YOU SETTLE FOR MAHOGANY WHEN
YOU CAN HAVE GENUINE POLYMYLIXITE?

... how companies that make up a patented name for their own particular variety of plastic think that's going to prevent you from noticing that the stuff is still plastic!

ADVERTISING MAKES YOU WONDER...



... exactly how the "cheapest motel in town" cuts corners on room maintenance so it can afford all those big expensive billboards out on the highway!

ADVERTISING MAKES YOU WONDER...



... where Supermarkets, claiming to sell at rock bottom prices, get all that extra money to run contests that give away free Hawaiian vacations!

ADVERTISING MAKES YOU WONDER...



... why a gorgeous model, who has the world at her feet, would ever have to worry about choosing the right brand of "kitty litter"!

ADVERTISING MAKES YOU WONDER...

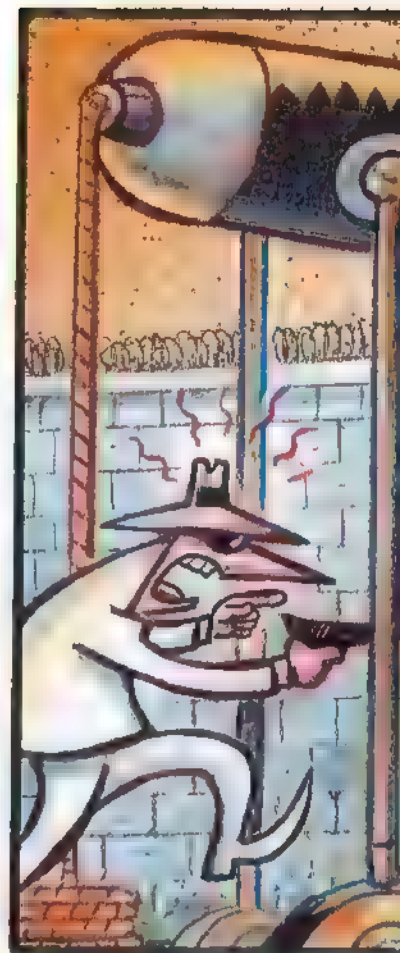
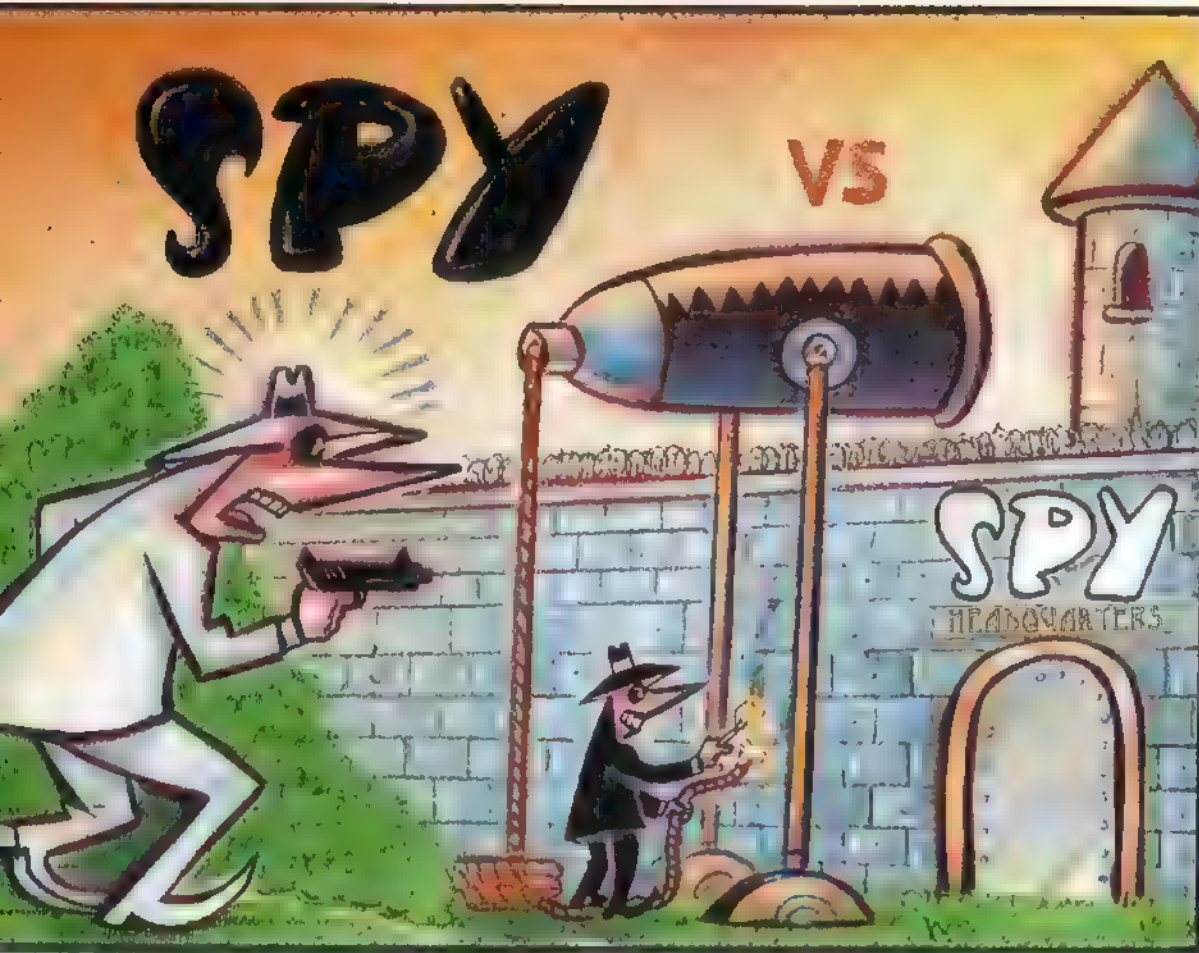


... why the auto makers, who have always known how to make gasoline engines that go 25 miles to the gallon, never showed any interest in doing so until recently!

ADVERTISING MAKES YOU WONDER...

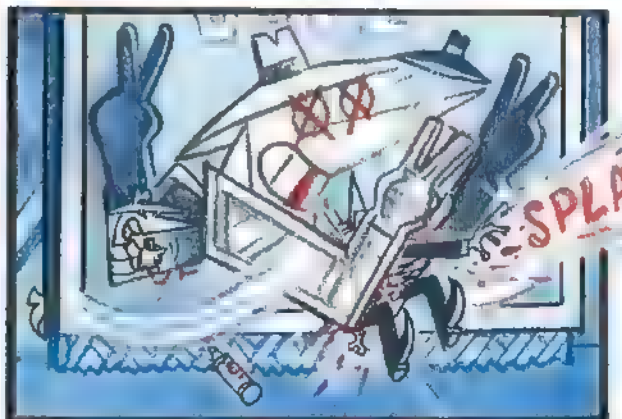
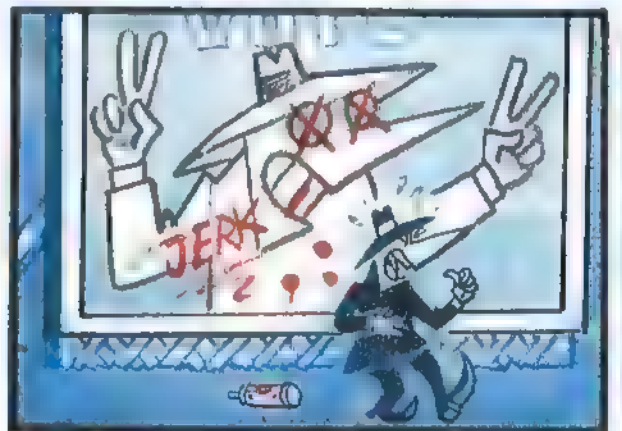
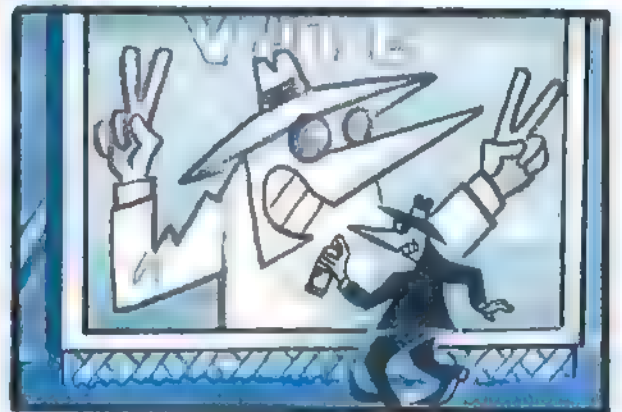
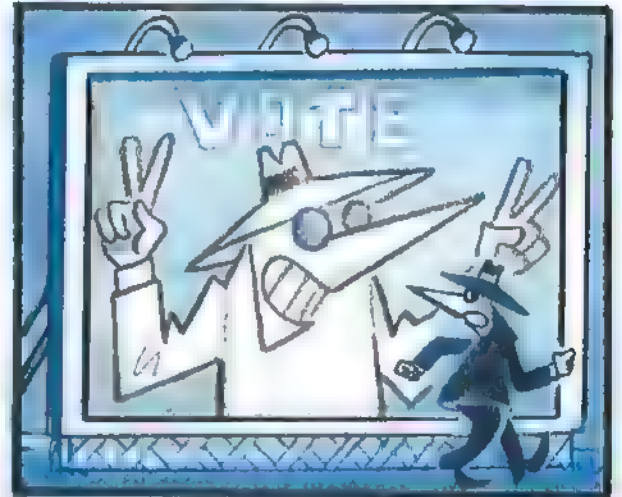


... why 75 million American men placidly ate mashed potatoes all those years if every one of them would have really preferred stove-top stuffing with his chicken!





SPY VS SPY



ORIG. NALLY PUBLISHED IN MAD #4, 2 JE. 2000



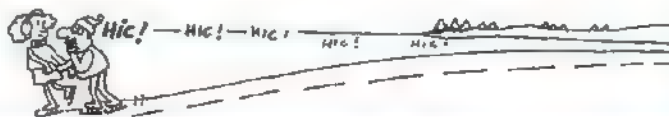
WRITER & ARTIST PETER KUPER

KUPER

DRAWN OUT DRAMAS

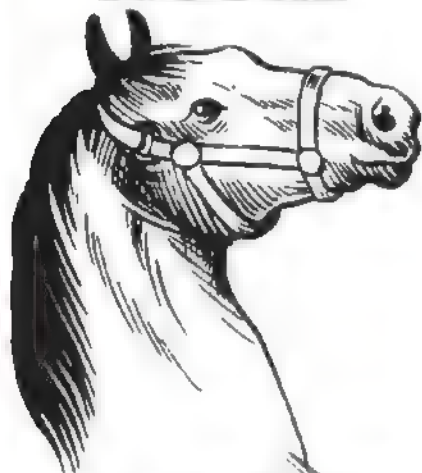
BY

SERGEY ARASOVES



MAD ARTISTS' RESPONSE TO AN ARTICLE

DRAW THIS FIGURE



**WE'LL EVALUATE YOUR
ARTISTIC TALENT FREE!**

HORSE DRAWERS' ART INSTRUCTION SCHOOL

Penthouse Suite Endless Plains,
Odd Fellows Bldg. Kansas

I enclose my horse. Please evaluate it and
let me know if I have enough talent to be-
come a paying student in your Art School.

NAME Don Martin

NAME Bob Clarke

NAME Jack Rickard

NAME Paul Coker, Jr.

NAME Al Jaffee

NAME Sergio Aragoness

NAME Angelo Torres

NAME Dave Berg

NAME George Woodbridge

NAME Antonio Prohias

NAME Mort Drucker

NAME Jack Davis

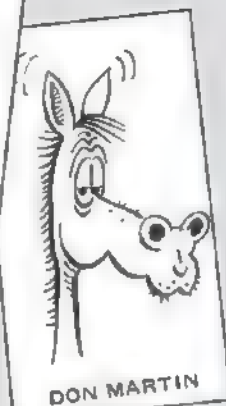
ADDRESS MAD Magazine

CITY New York,

STATE New York 10022



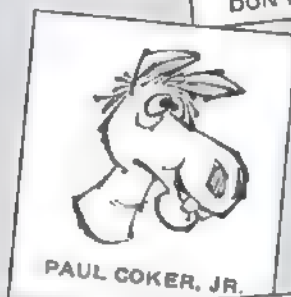
JACK RICKARD



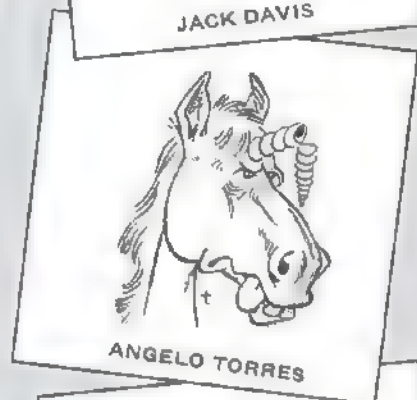
DON MARTIN



JACK DAVIS



PAUL COKER, JR.



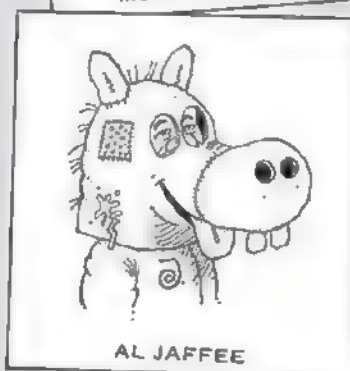
ANGELO TORRES



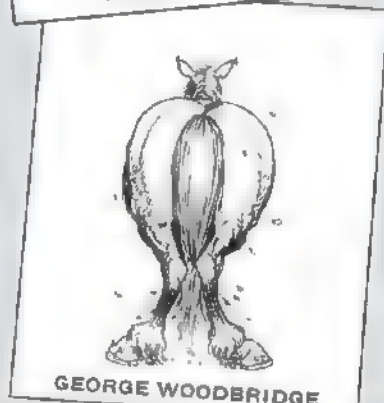
MORT DRUCKER



SERGIO ARAGONES



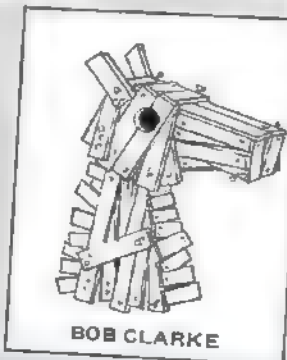
AL JAFFEE



GEORGE WOODBRIDGE



ANTONIO PROHIAS



BOB CLARKE



DAVE BERG

HORSE DRAWERS' ART INSTRUCTION SCHOOL INTER-OFFICE MEMO

*Sid - We got some "live ones"
here! Not an ounce of
talent in the bunch!
Sign 'em up - quick! Art*

Flashback time. Let's go back to the early 1960s. Skids were blue, fish were jumpin', polar bears had a place to stand and ad men were smoking, drinking and carousing. This was a difficult time in America. It was before Netflix, Google, smart phones and texting. Yes, we're all thinking the same thing. How the hell could anyone live under such conditions? Let's peek in on the lives of some...

SAD

Before I give my speech, I need a drink! I'm Grogger Spilling senior partner at the Spilling Hooper ad agency. I'm what the early sixties advertising world is all about. It's all Waspy white guys! Women are second class citizens. There is no equal pay for equal work. There are no gays, no Jews, no minorities, no immigrants. Even people with a tan have trouble getting in the door! I'm on my third drink and second wife. The scotch is aged 30 years, which is six more than my new wife! God, I'm looped! Okay, the speech is over. I need a refill. And keep them coming for the next five pages!

I'm Preggy Woesome. I started out as a typist but I've worked hard and I've come a long way! Now I'm a speed typist! I'm also a copywriter. Grogger may be sloshed, but he's right about one thing — women ARE second class citizens. Around here, women don't work with the men in the office, they work *under* them! Which explains how I ended up pregnant during my first year here!

I'm Dom Dripper, creative director at Spilling Hooper! I'm a brilliant, smooth talking, hotshot ad man! In the boardroom or the bedroom I get rave reviews. I can sell floor wax to the public and I can sell myself to women. In either case, I promise no scuff marks! I don't know what that means, but I don't have to. I'm Dom Dripper. I'm a legend!

I'm Burp Hooper. I'm the founder of Spilling Hooper. Before that I was with BBD&O. Before that I was with Yak and Paulson and before that I was with Phipps, Basinski, Newsom, Bobrick, LaZebnick, Monderer, Hooper, Hermanski, Bordegray, Pafko and Terwilliger. When I quit, the man who paints the firm name on each partner's door was carried away screaming. It's a tough industry!



MEN

WRITER **ARNIE KOGEN**
ARTIST **TOM RICHMOND**

I have a tangled personal life and often go off on drunken binges. Through it all, I manage to look perfect. Doesn't matter if I'm in a fancy restaurant in New York or my head is stuffed in a toilet in Tijuana, I always have a perfectly pressed suit and a perfectly pressed white shirt and collar. At the next Clio Awards ceremony, when I'm again named Ad Man of the Year, I'm going to thank the man most responsible for my success — my dry cleaner!

I'm Pleat Crumble. I'm the go to guy for obnoxiousness! I'm pretentious, ambitious, smug, pompous and slimy. I'd come up with *more* adjectives, but I don't have the skill! I'll let Preggy come up with them and then just take credit. Who really cares? She's a girl. It's the sixties. It's allowed. My official title at Spilling Hooper: Executive Account Weasel!

I'm Jutt Holiday. I run the office here at Spilling Hooper. I schedule meetings, I solve problems. If I have to, I can take shorthand, I type 800 words a minute, I was voted "Miss Carbon Paper 1961"! But no matter how brilliant I am, no matter how dazzling my stenographic skills, as far as the guys in the office are concerned.. I'm a total bust!

I'm Betty Dripper Francis. I think I smiled once in season one, episode six. I have nothing to smile about. I was married to Dom Dripper. He was cold. He was distant. He was obsessed with work and he was constantly cheating on me. It was a terrible combination. In the middle of his sleep he'd shout out the name "Joy." When I confronted him he said it wasn't a girl, it was a dishwashing soap! The next night he shouted out the name "Muriel." Claimed it was a cigar. The next night he shouted out the name "Aunt Jemima." Okay, one out of three!



Our firm is in deep trouble!
Billings have shrunk by
sixty percent! I've gathered
you here to update our
current account status

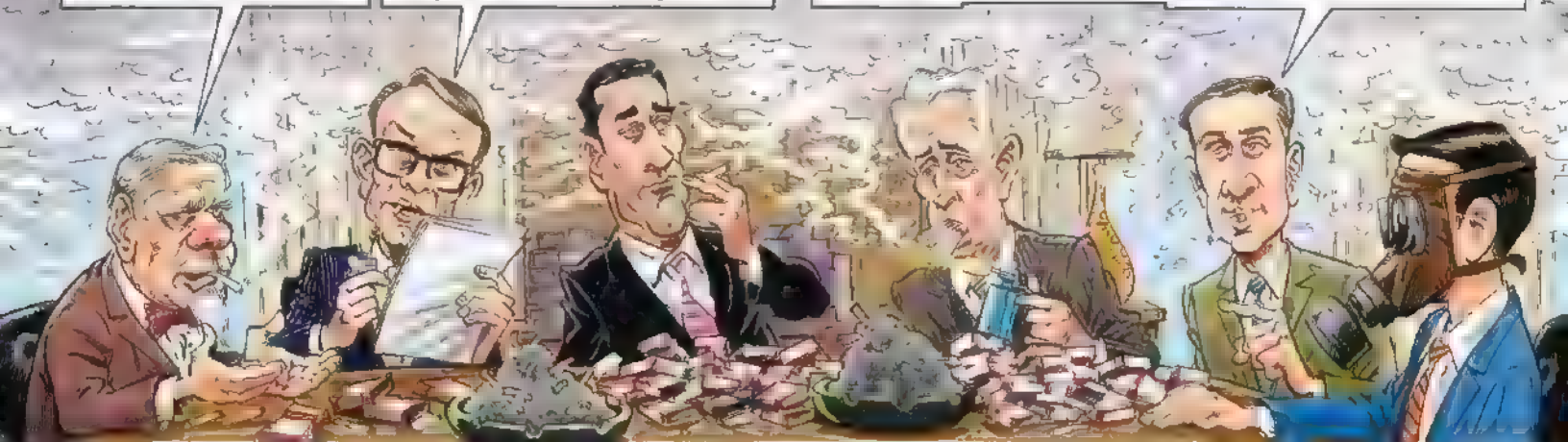
Johnson Wax is on the skids, Prell
Shampoo is down the drain, Dr.
Scholl's may take a powder and Bell
Telephone is not returning our calls!

Any good news?

Lucky Strike
is thrilled
with us!

Lucky Strike
dropped us
eight months
ago!

They're thrilled with our
smoking habits! 100 million
cigarettes were smoked in
America last week 80 million of
them were smoked in this office!



Let's celebrate.
Let's have a drink!

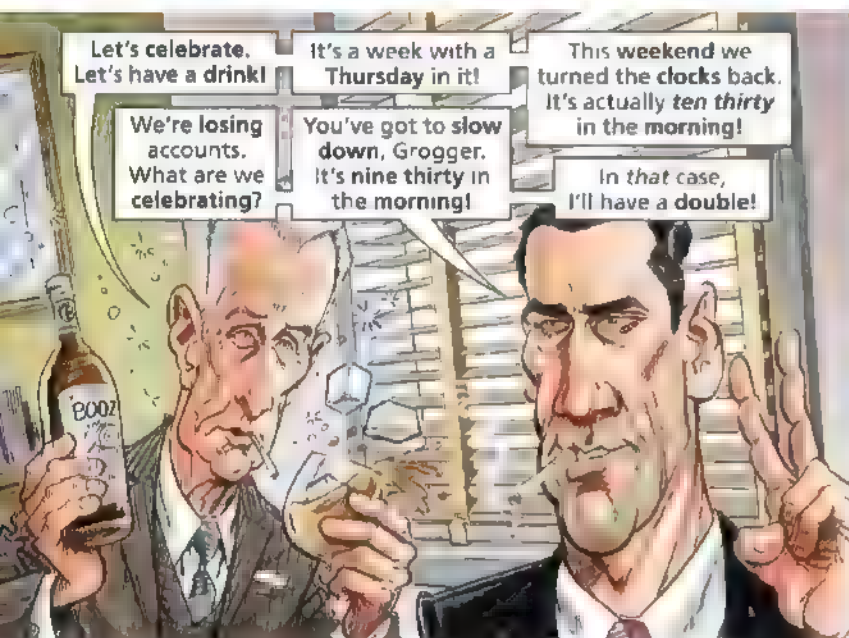
It's a week with a
Thursday in it!

This weekend we
turned the clocks back.
It's actually *ten thirty*
in the morning!

We're losing
accounts.
What are we
celebrating?

You've got to slow
down, Grogger.
It's nine thirty in
the morning!

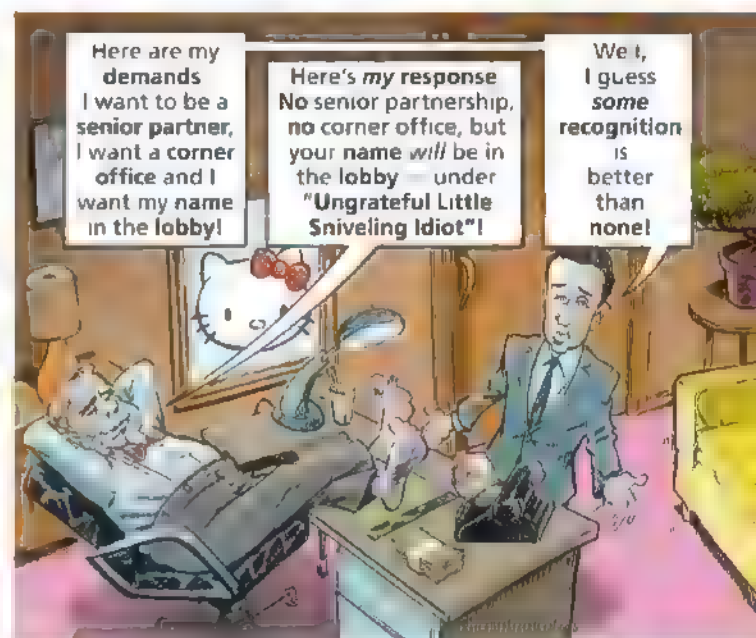
In that case,
I'll have a double!



Here are my
demands
I want to be a
senior partner,
I want a corner
office and I
want my name
in the lobby!

Here's *my* response
No senior partnership,
no corner office, but
your name *will* be in
the lobby — under
"Ungrateful Little
Sniveling Idiot!"

We I,
I guess
some
recognition
is
better
than
none!

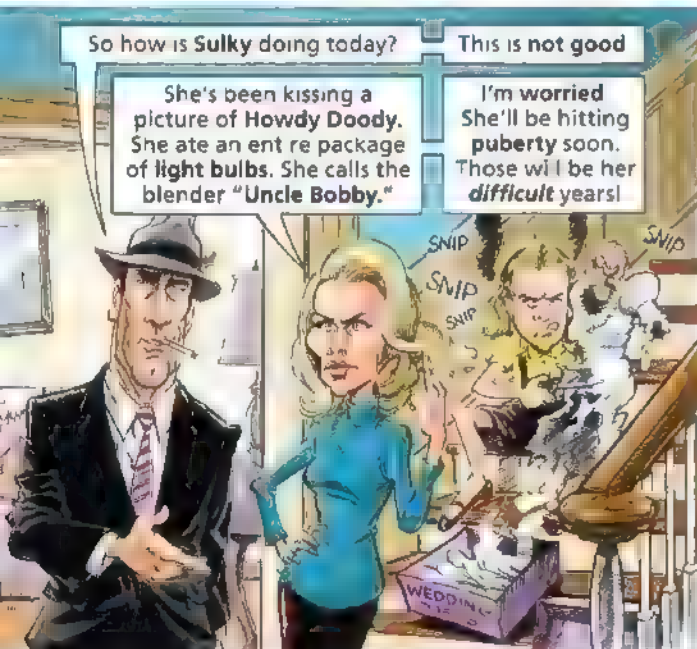


So how is Sulky doing today?

This is not good

She's been kissing a
picture of Howdy Doodie.
She ate an entire package
of light bulbs. She calls the
blender "Uncle Bobby."

I'm worried
She'll be hitting
puberty soon.
Those will be her
difficult years!



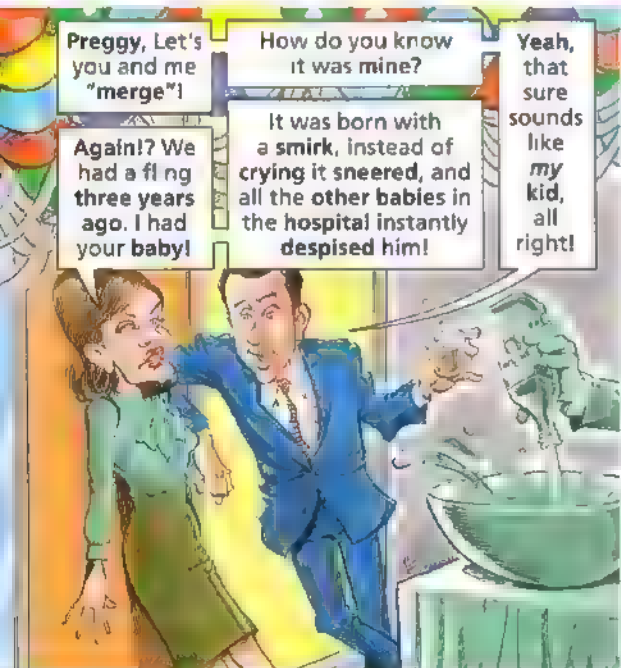
Sulky,
what is
it? Why
all this
rage
and
anger?

I'm the product of a
broken marriage, I've
got this creepy step-
father and you and
Mom never showed me
any love or affection!

That's not true! We've always
wanted what's best for you.
Now take some aspirin. I have
all these free samples! And
wash them down with th's
fabulous 20-year old scotch!
You'll feel so much better!





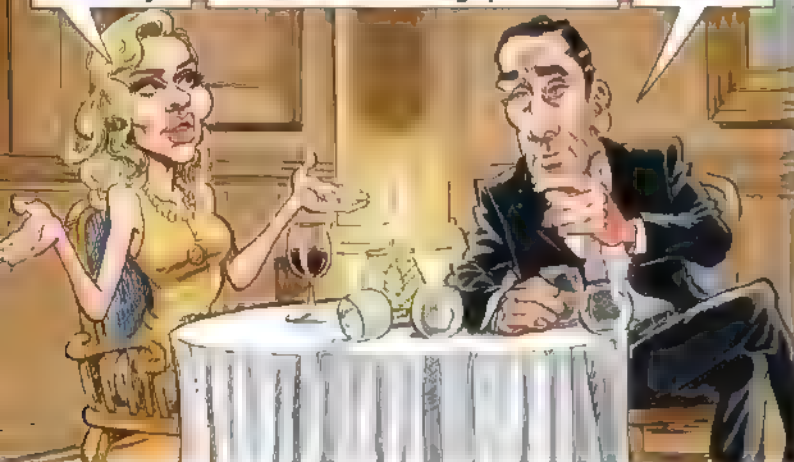


I think I finally found the right woman. You're the one, Fate!

I don't think so, Dom, and here's why...

90% of dark-haired males in the age 30-44 demographic who once served in Korea have trouble settling down. And 82% of good-looking men with a mysterious past who chain smoke Luckies, wear white shirts, like porterhouse steak, hate chicken pot pie and enjoy Newhart albums make horrible marriage partners!

Note to self: Never ever again date a market research consultant!



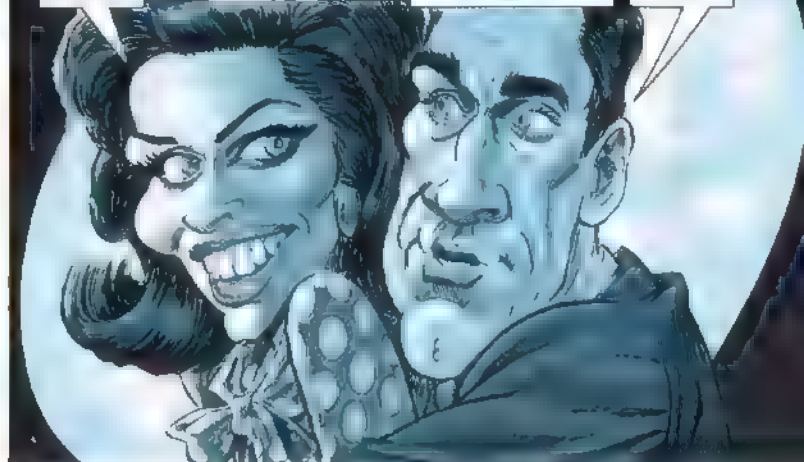
Say you'll Marry me, Muggin'!

Wow, this is very sudden!

All my other relationships were complicated! You're different. You're sweet. I see no problems with you. So I'm asking you to be my wife! Will you take my name?

Which name? The identity you stole from a dead soldier named Dom Dripper, or the birth name you're ashamed of — Dirk Whiteman?

Hmm. I'm starting to see some problems, after all!



I have great news! We've merged with a major ad agency. We've inherited a whole new bunch of accounts!

Who ARE these accounts?

They're all blue chip companies! All sound financially. All have a tremendous future — well into the next century!

The Johns Manville Company... they are the King of Asbestos!

The Hearst Newspaper Chain Newspapers will always be with us. Print will never die!

Underwood One of the world's most respected typewriter companies. Nothing will ever replace typewriters!

They also represent Gimbels Department Store and E.J. Korvette. Gentlemen, we have hitched our wagon to a gold mine!



JOHN MANVILLE
- HEARST NEWSPAPERS
- UNDERWOOD
- GIMBELS
- E.J. KORVETTE

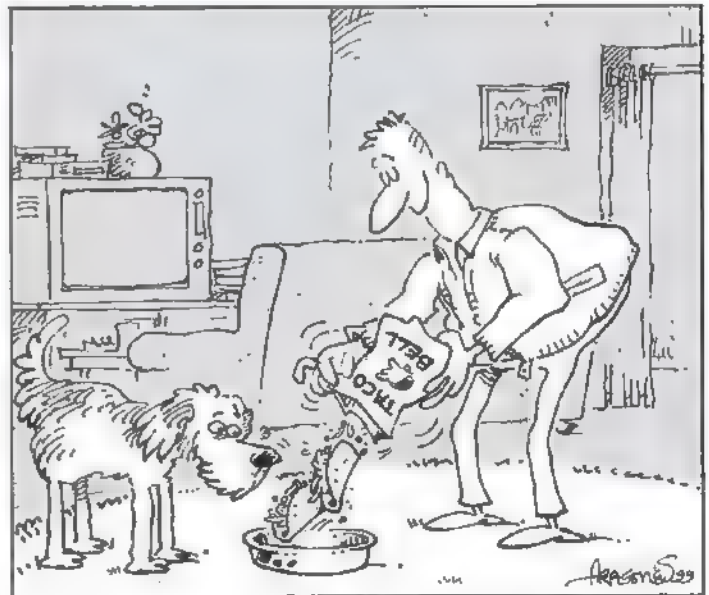
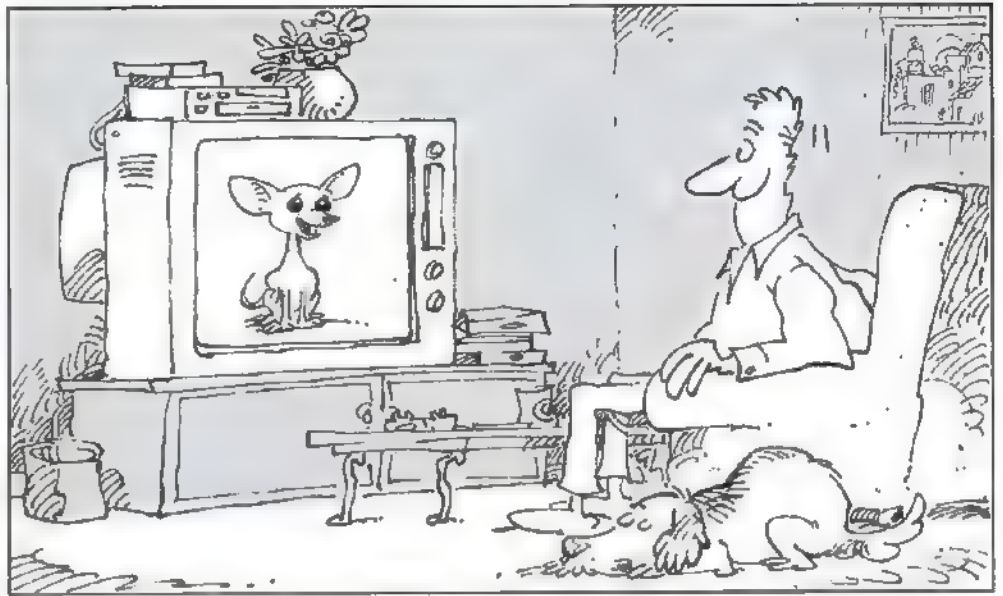
We're rich, Grogger! We're in for shares!

As a consultant?

I'm not hanging around! I have a lucrative offer from Johns Hopkins Hospital

As a human specimen. They're studying my liver!

100 PROOF WHISKEY
OFFICE SUPPLIES
VODKA



WHILE STROLLING THROUGH THE CITY



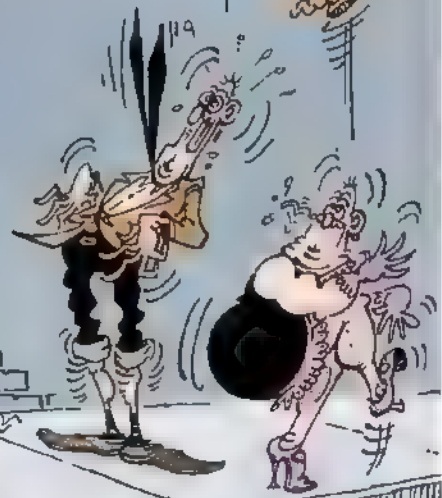
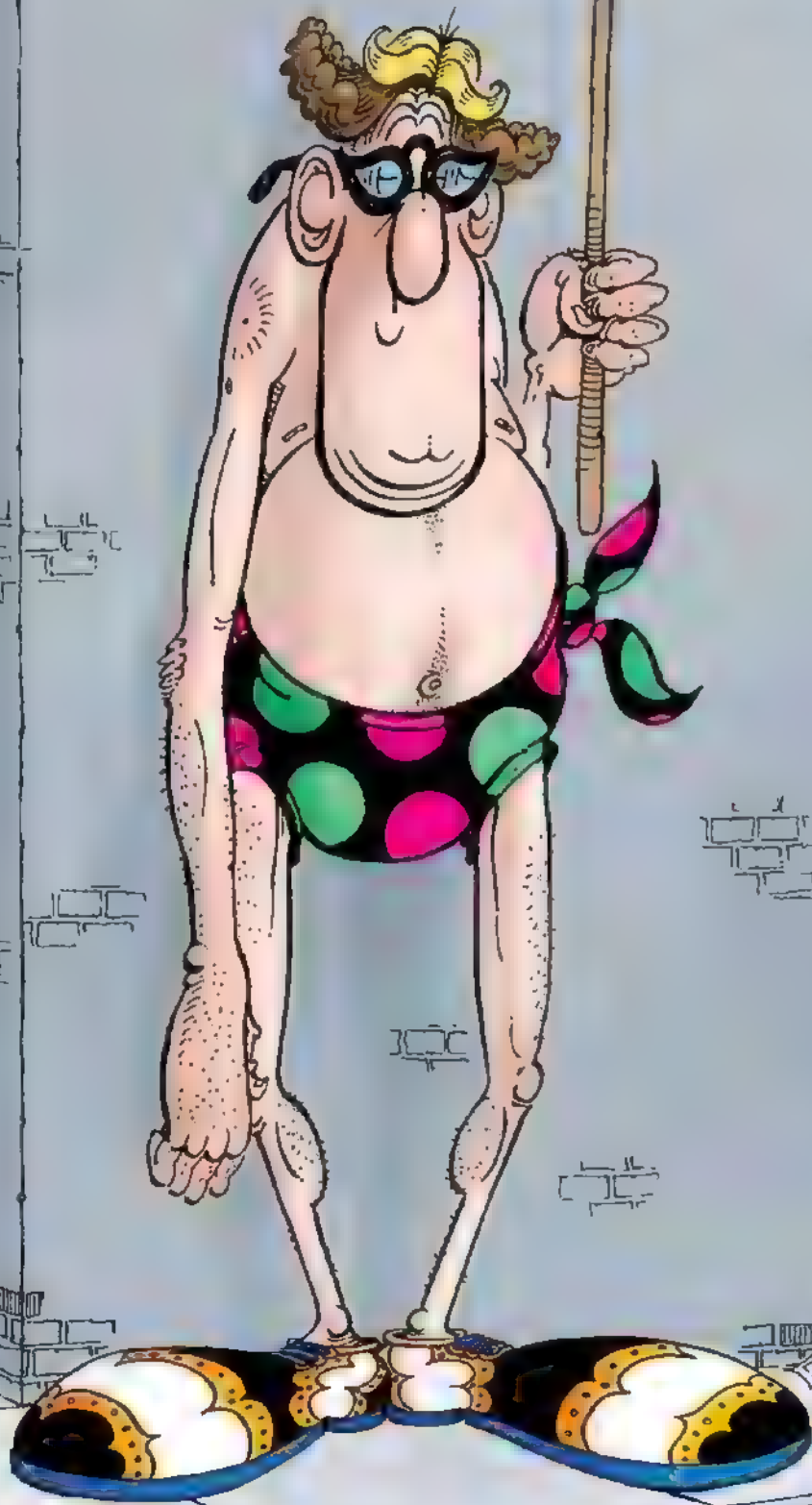
WRITER & ARTIST DON MARTIN



COLORIST CARL PETERSON



FONEBONE



a. machin



*Jim Dear —
The kids made
this! I drank some!
It tasted funny!
Now I've got a
pain in my stomach!
I think I'll run
over and see
Doctor Miller*



There's always a need for Fool-Aid. The hideous grin on the pitcher tells you it's indispensable. Warm weather brings out hordes of enterprising kids who set up soft drink stands in every neighborhood. The only trouble is: you can't be sure what the little monsters use to make the stuff. So be prepared! Always carry Fool-Aid — the instant antidote for poisons taken internally.





If you're a typical MAD Reader, you know that television commercials insult your intelligence—mainly because we've told you, already, they don't quite lie to us...they just bombard us with so many favorable statements, statistics, endorsements, homey playlets, and "slogans." Here, then, is MAD's idea of what it would be like if...

IF TV COMMERCIALS

WRITER: TOM KOON

WHAT THEY TELL US...

My 14-year-old son, Blinky, spends all his after-school hours rolling on our front lawn! Just look at these stubborn grass stains ground into his tee shirt! Getting them out is a job for "TIDY"... the heavy-duty laundry detergent!



I never would have believed it! After only one washing in "TIDY," the grass stains are miraculously gone, and the vividly colored stripes are back in Blinky's tee shirt! It takes a strong laundry detergent to do that!



THE PART THEY LEAVE OUT...

It ALSO takes a strong laundry detergent to do THIS! After only three MORE washings in "TIDY," the vividly-colored stripes are ALSO miraculously gone... along with the REST of the shirt!



WHAT THEY TELL US...

No place in the world... except on IGNITED AIRLINES... can First Class passengers enjoy watching exciting National Hockey League highlights as they fly from New York to Los Angeles!



And no place in the world can you dine on Prime Roast Beef that compares to that served in the First Class section of IGNITED's Coast-to-Coast flights!



THE PART THEY LEAVE OUT...

Of course, IGNITED's First Class fare is \$257, compared with only \$182 in Coach! So... like I said... there's no place in the world where you can pay \$75 to get a dish of Roast Beef and a re-run of an old Hockey game!





though you lack the intelligence to figure out why. So now, we're gonna tell you why! The tricky thing about TV commercials is that "scientific" comparison tests that we never really think about the important and unfavorable facts that have been deliberately left out.

TOLD US EVERYTHING

ARTIST: GEORGE WOODBRIDGE

WHAT THEY TELL US...

It's true, friends! The "HUNDRED BIGGEST-SELLING SONG HITS" of all time are now available on this single Long Playing Record for only \$7.98! Just think of it...



THE PART THEY LEAVE OUT...

But don't think about it long enough to realize what happens when we jam a hundred song hits onto a single Long Playing Record! You get such a little piece of each song, you'll never know what you're listening to!



WHAT THEY TELL YOU...

With the help of these average housewives, we're going to show you how the nuisance of sticky pots and pans can be avoided by cooking in pure "FAZoola OIL"!



Nine out of ten of our typical homemakers discovered that eggs fried in "FAZoola" slide off the pan more easily than those cooked in any of the other leading oils!



THE PART THEY LEAVE OUT...

Nine out of ten **ALSO** discovered that eating slippery eggs can be a nauseating experience! But if you'd rather throw up than scrub a few dirty pots and pans, then you'll just love "FAZoola OIL"!

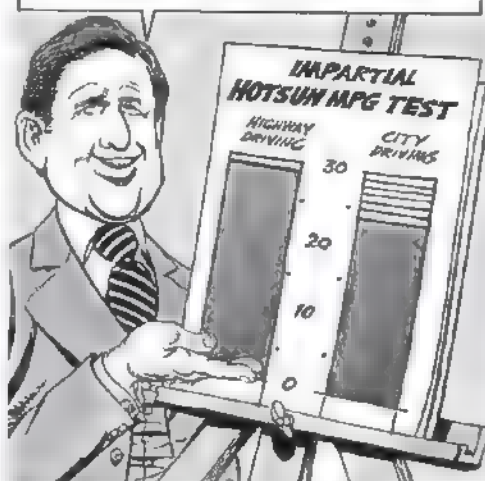


WHAT THEY TELL US ...

Some manufacturers offer one-time cash rebates when you buy a new car! But with a 1976 "HOTSUN," you GO ON saving money every mile you drive!

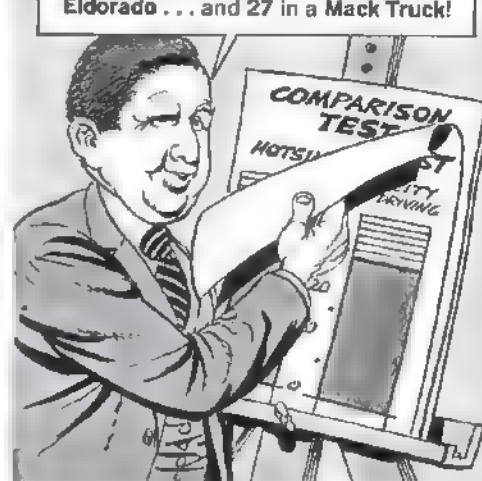


In a recent impartial test, a fully-equipped "HOTSUN" averaged 29 miles to a gallon in highway driving ... and 24 miles to a gallon in city driving!



THE PART THEY LEAVE OUT ...

Interestingly, I notice here that the same professional driver, riding on equally over-inflated tires, averaged 28 miles to a gallon in a Cadillac Eldorado ... and 27 in a Mack Truck!



WHAT THEY TELL US ...

We're using these stopped-up sinks to compare the effectiveness of "YICKY PLUMBER DRAIN OPENER" against that of the other two leading brands ...



In seconds, "YICKY PLUMBER" unblocks the drain in the sink, while the other two brands are still at work! That's because "YICKY PLUMBER" contains a combination of powerful ingredients that cut right through food, grease and hair that can clog your drain!



THE PART THEY LEAVE OUT ...

Naturally, those powerful ingredients also cut right through the copper and steel pipes that keep food, grease, hair and other yech from spilling all over your floors in the first place!



WHAT THEY TELL US ...

Tired of the nightly chore of scrubbing your dentures by hand? Then watch this demonstration: We're dipping a string of pearls made of denture material into this pot of boiling cherry preserves!



Now, we're placing the pearls in miraculous new "FIZZODENT!" Notice how "FIZZODENT's" bubbles work like millions of tiny brushes to clean stains away, even in hard-to-reach places between the pearls! So now you've seen the proof!

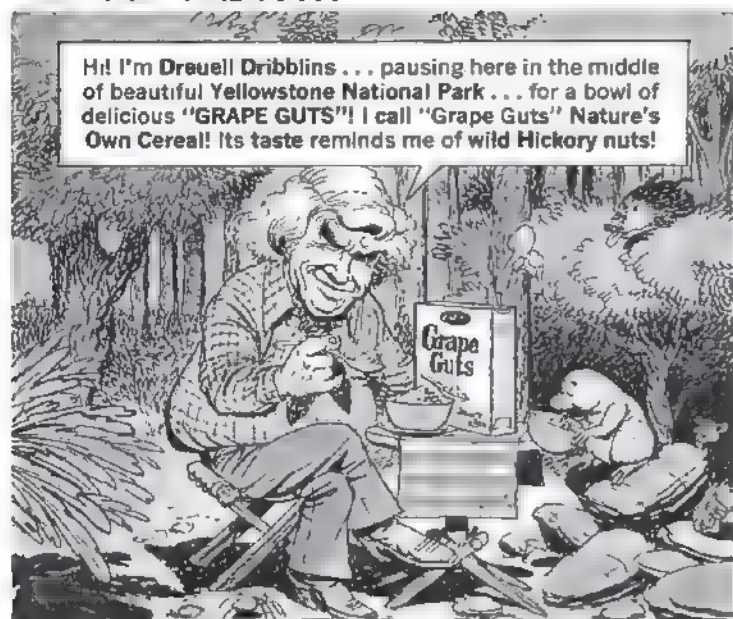


THE PART THEY LEAVE OUT ...

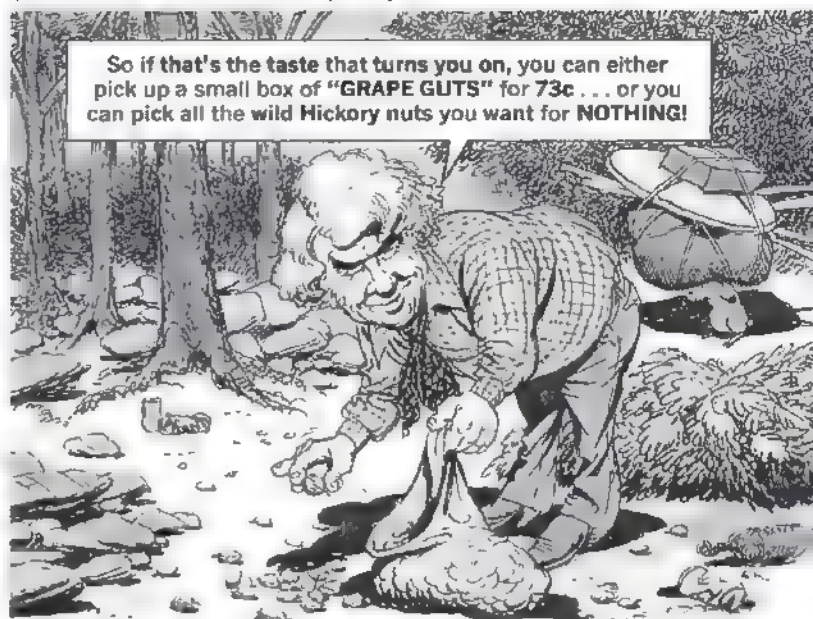
Proof that "FIZZODENT" works great if you happen to have round teeth held together by flexible string with lots of open space between them! But what it proves about cleaning NORMAL dentures, I really couldn't say!



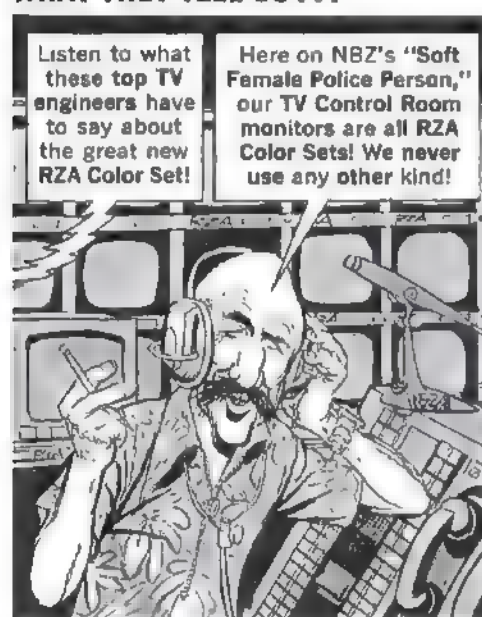
WHAT THEY TELL US ...



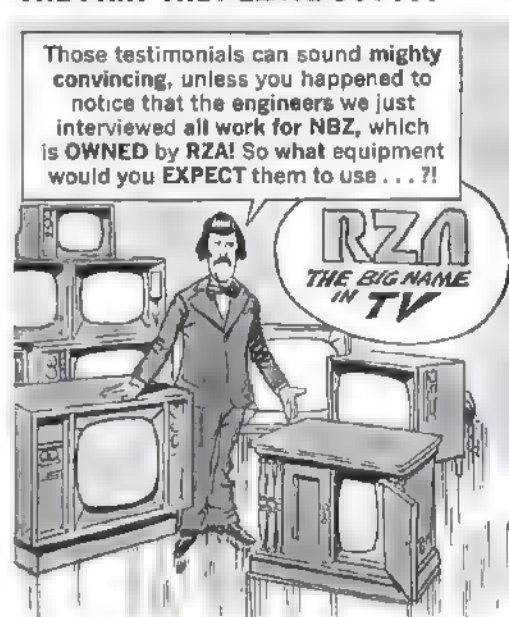
THE PART THEY LEAVE OUT ...



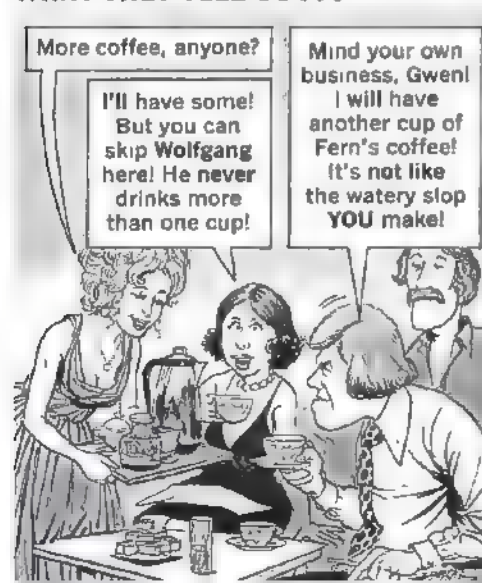
WHAT THEY TELL US ...



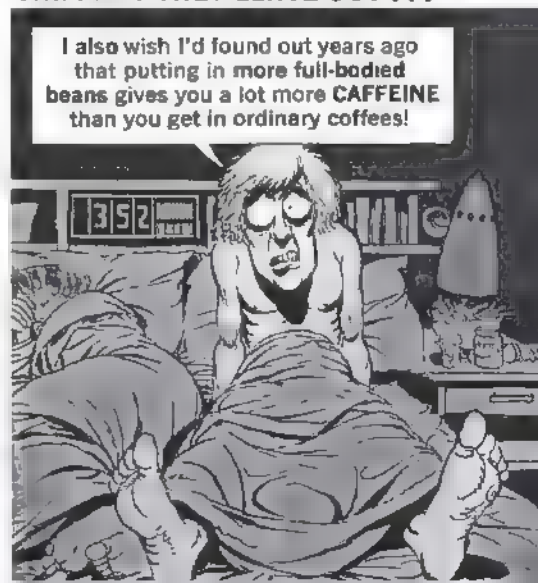
THE PART THEY LEAVE OUT ...



WHAT THEY TELL US ...



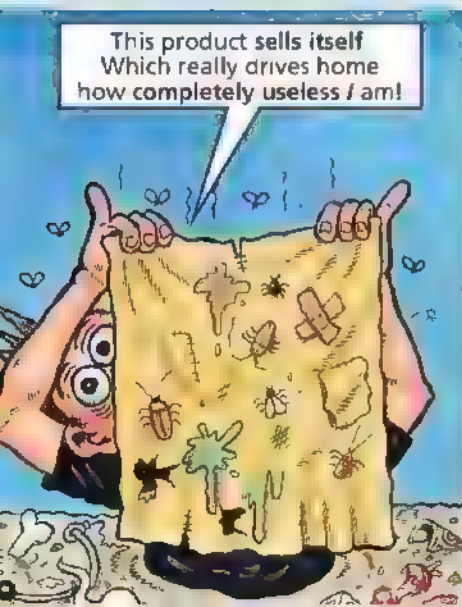
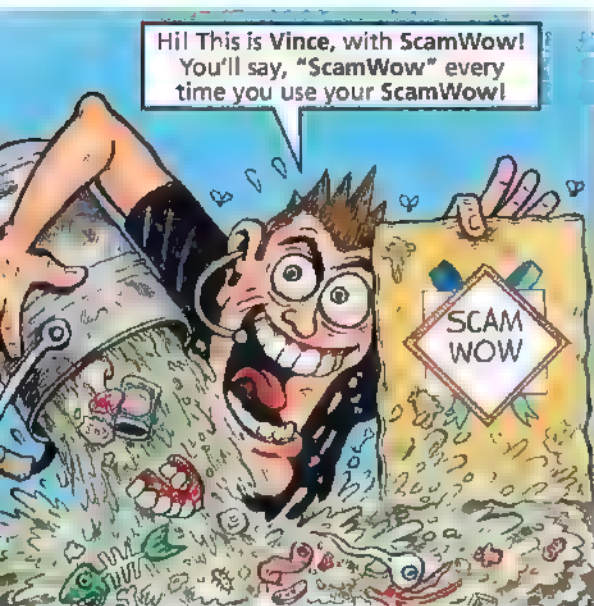
THE PART THEY LEAVE OUT ...





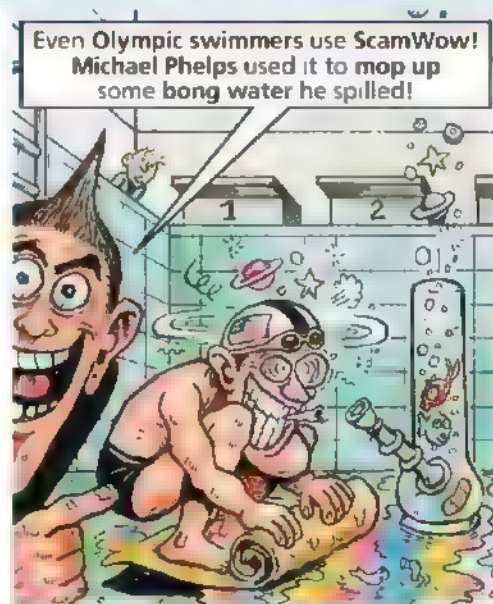
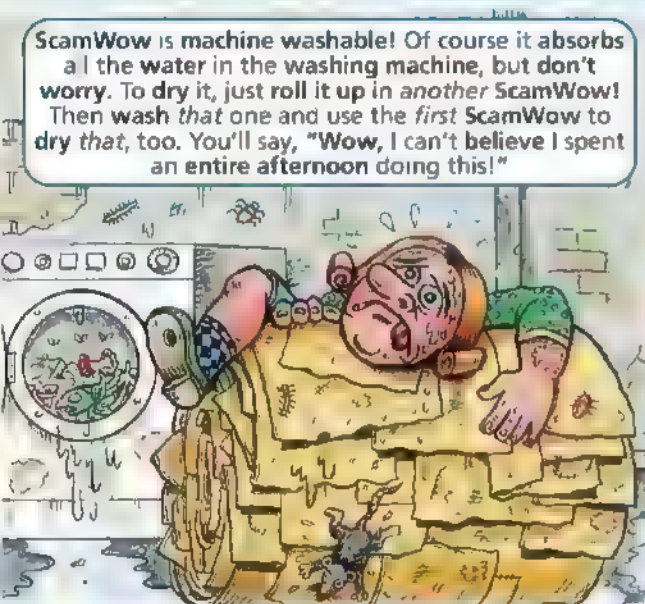
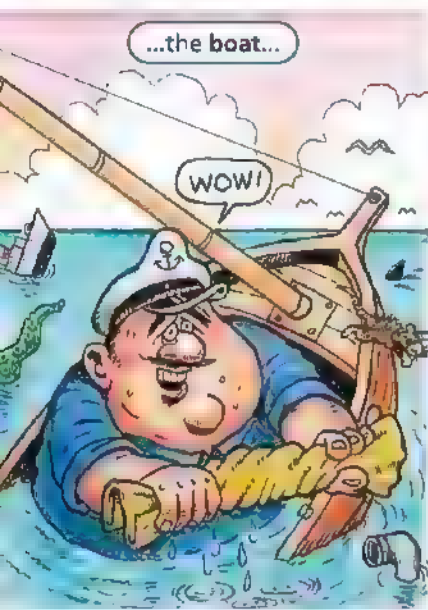
THERE'S A SOAKER BORN EVERY MINUTE DEPT.

A TV COMMERCIAL



WE'D LIKE TO SEE

WRITER DICK DEBARTOLO ARTIST TOM BUNK



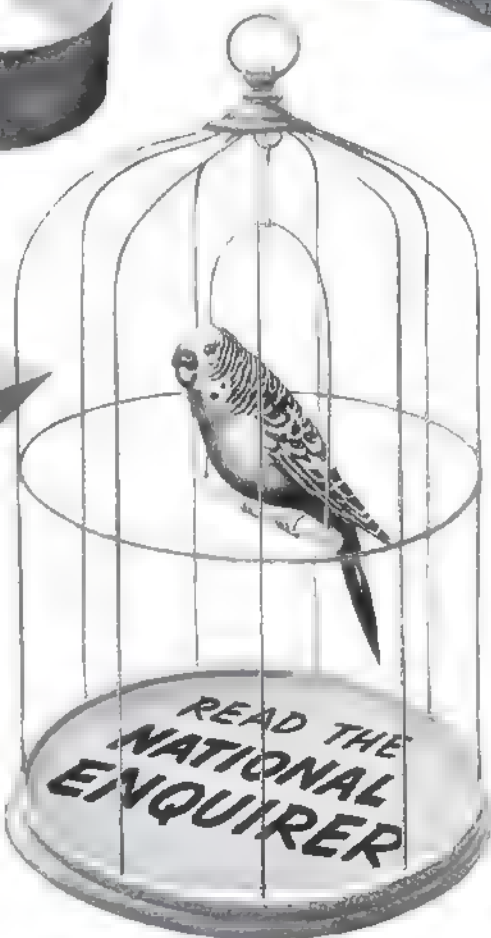
ORIGINALLY PUBLISHED IN MAD #501, DEC 2009





With billboards coming down all over the country in an effort to "Beautify America," the creative ge...
with just as much visual impact. Which brings us to this article. (Okay, smarty-pants, so turning th

MORE EFFECTIVE AD





niuses on Madison Avenue will have to come up with something to take their place . . . something
e page was what brought you to this article!) Here, then, are several MAD suggestions for . . .

VERTISING SPACES

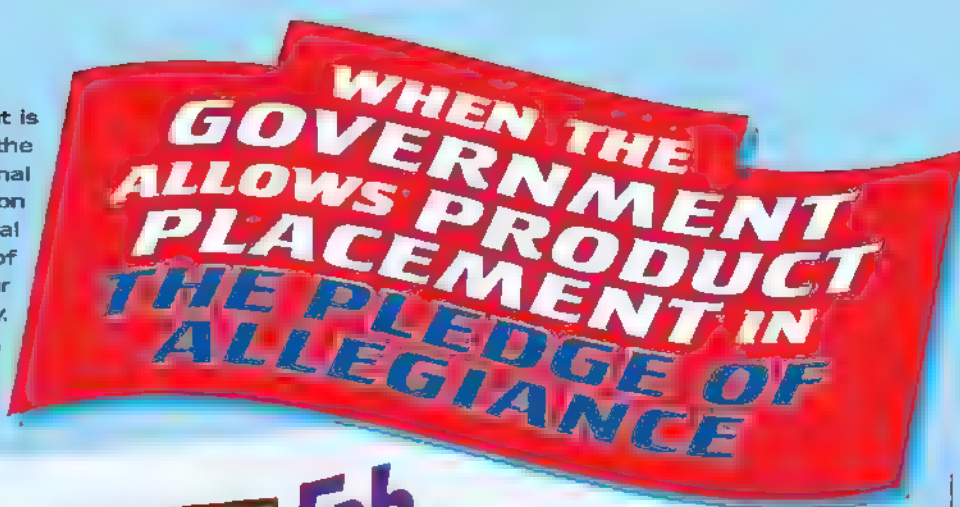
WRITER PAUL PETER PORGES ARTIST BOB CLARKE






POLLUTING THE FLAG DEPT.



In our crass, vulgar society, product placement is everywhere—there's Dr. Pepper in Spider Man, the Lakers play at the Staples Center and professional boxers even have website names painted on their backs! So what's keeping the federal government from selling out The Pledge of Allegiance? Sure, it goes against everything our country was founded on—but, more importantly, if we list a bunch of products in the pledge, it'd also make us a ton of money! (And isn't that what our country is all about now?) Here's what you can expect...



iPod *allegra*,  *Fab*,

 *UNITED* ,

BANANA REPUBLIC,  *Chiclets* *VANS*,

 *Nathan's*,  *BOB*, *Disney* *vagisil*,

Wisk *LISTERINE*, 

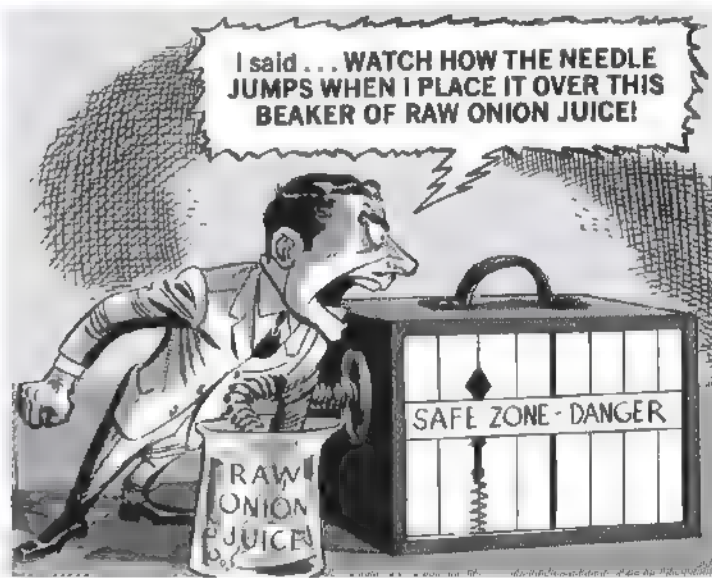
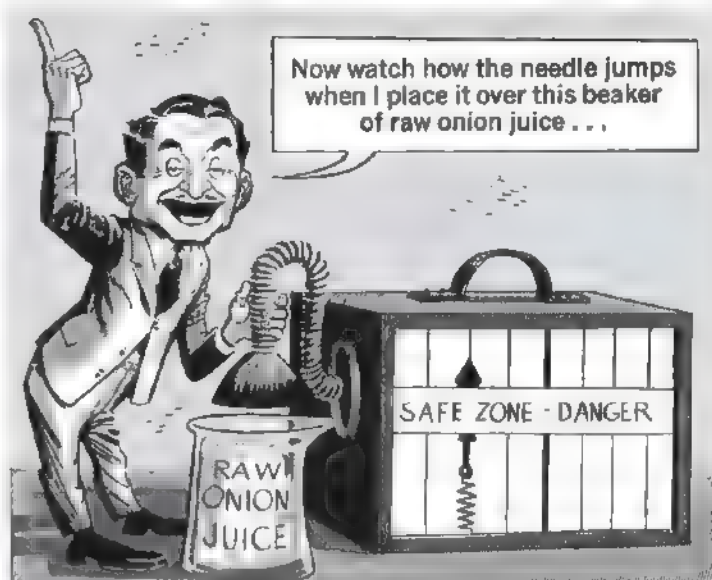
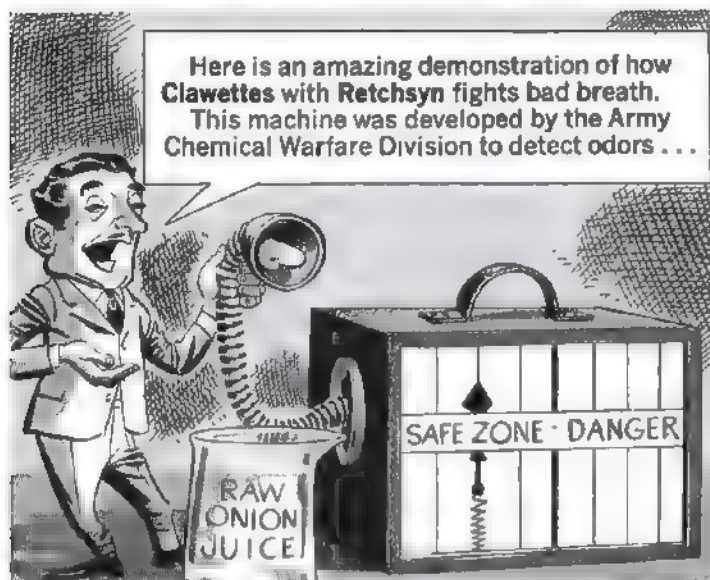
Jergens, 



WE'D LIKE TO SEE

The Clawettes Commercial

ARTIST JOE ORLANDO



Let's

Kill off

RIDICULOUS AD CAMPAIGNS

Before Our Minds Go SNAP! CRACKLE & OOM-PAH-POP!

If you advertisers have to blow your own horns, why tie your products to unrelated activities? Mainly, what's eating a Breakfast Cereal got to do with playing a musical instrument. Boy... we just can't swallow that!

"Nuts to you each morning"



A MAD AD PARODY

PHOTOGRAPHER

IZYUMI WAKABAYASHI



Some time back (MAD #81), we published "The MAD Plan For Beating TV Commercial Breaks" which offered suggestions and methods for effectively, productively and enjoyably filling the valuable time taken up by idiotic TV ads. Now, MAD offers the following article for those lazy slobs who just cannot bring themselves to leave their TV set for something constructive...who just sit there, enduring the pain of those ridiculous commercials. For you, MAD has created these

TV-COMMERCIAL AIDS

OR, HOW TO LIVE WITH TELEVISION COMMERCIALS— AND STILL NOT GO OUT OF YOUR EVER-LOVIN' MIND

WRITER & ARTIST AL JAFFEE



Aside from appealing to the moronic, the neurotic and the just-plain-sick, there's another irritating aspect to all TV commercials. This is especially apparent during late evening hours when the typical TV viewer is straining to catch the sound that has been purposely tuned very low so as not to disturb sleeping children or crabby neighbors.



Suddenly, the commercial comes on like a 21-gun salute—and the viewer must make a mad dash to the set in order to turn down the volume. Then he's got to stand there for three or four minutes while five or six commercials are run off and the program resumes. Only then can he dare to turn the volume up again and return wearily to his seat.

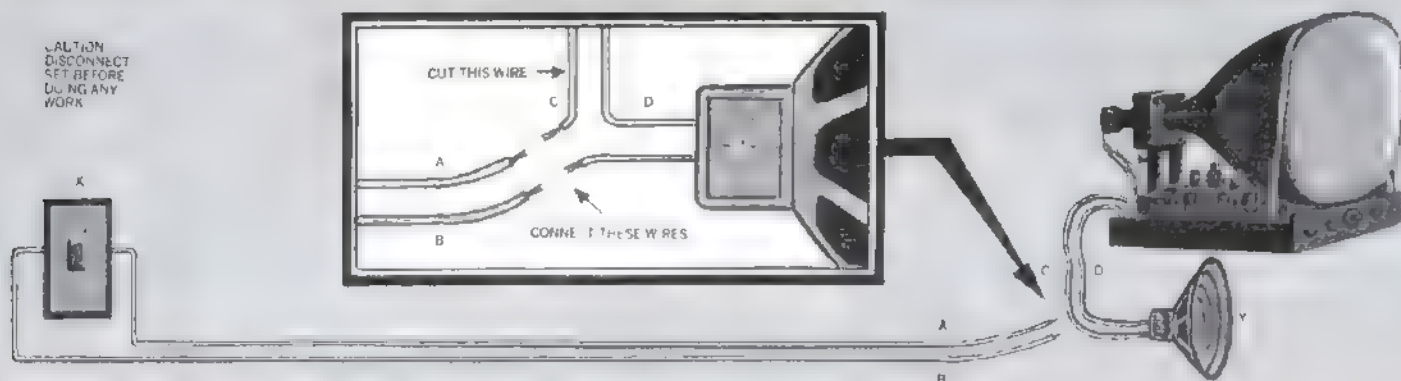


Some lucky set owners have remote control units that can turn sound down from across the room. But vast majority of viewers do not own them, and must run back and forth 20 or 30 times an hour to control commercial nuisance.



Many ingenious TV viewers, when they can no longer stand it, have spontaneously created a primitive form of remote control like the one shown above. Unfortunately, this has its limitations since it can only be used once an evening.

A SIMPLE REMOTE SOUND-CONTROL DEVICE THAT ANYONE CAN MAKE

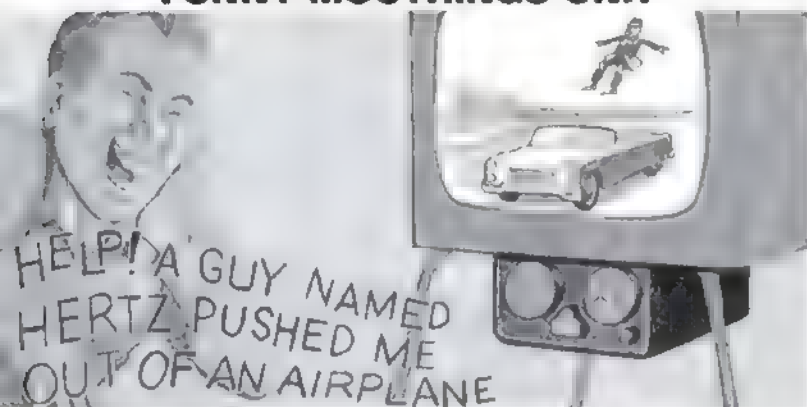


This is a simple Remote Control unit which any idiot can assemble and install, so ask an idiot to help you. Wires **A** and **B** lead from ordinary "On-Off" switch **X** (purchased at any hardware store) to TV set speaker **Y**. Note that TV speaker has two wires **C** and **D** which come from TV chassis. Cut one of these and connect ends of **A** to **B** to cut ends of speaker wire as shown in the close-up drawing. Tape bare splices, and your Remote Control is ready for operation.

ADDITIONAL COMPONENTS THAT COULD MAKE

For the really dedicated TV-Commercial hater, the simple Remote Control "Sound-Off" Unit may not be and installed in one or more units, depending upon how much time and money one wants to waste on

FUNNY MOUTHINGS UNIT



For many, a silent picture on TV may seem out of place, so this light-hearted device can be fun. It consists of a pre-taped dialogue which replaces the words of the commercial announcer when sound is knocked off, and makes his pitch even more idiotic than it actually is.

MUSICAL INTERLUDE UNIT



For those who may find ridiculous dialogue synchronized with a TV-commercial equally boring, this simple unit can be employed. It consists of recorded musical selections which start to play automatically when the sound is knocked off. You listen to soothing melody while announcer mimes.

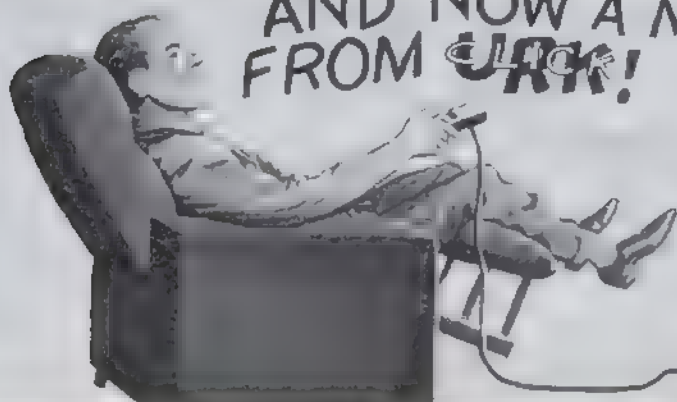
MOST COMPLETE REMOTE CONTROL UNIT POSSIBLE



Since a still picture is a poor substitute for live TV, this all-in-one unit will solve every problem. A motion picture projector unit is coupled with all others to go on when the sound is knocked off. Along with pre-selected travel pictures or action shots, the viewer can employ funny mouthings, or musical accompaniment or a combination of both. In fact, when TV programs themselves are bad, it provides good uninterrupted feature-length entertainment.

VIEWER ENJOYING HOMEMADE "TV-COMMERCIAL SOUND-OFF" DEVICE

AND NOW A MESSAGE
FROM ~~CLICK!~~ **URK!**



Imagine! Now—with this simple Remote Control Unit—just a flick of your finger and you've knocked off the sound and rendered ineffective an offensive TV commercial! And what fun it is, when you realize that you're destroying a commercial that cost the sponsor maybe \$50,000 or more to produce with a switch that cost maybe 50¢ to produce!

TELEVISION VIEWING ALMOST WORTHWHILE

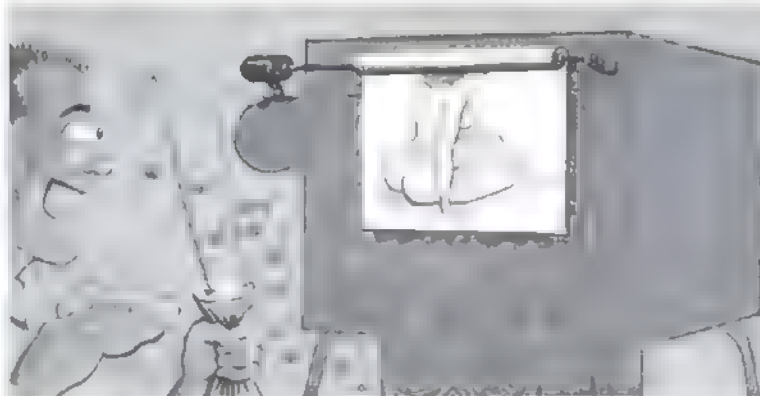
enough. So here are some more sophisticated approaches to the problem. These can be assembled this silly business. Just look at how much of it has been spent already just to bring you this article.

DRAW CURTAIN UNIT



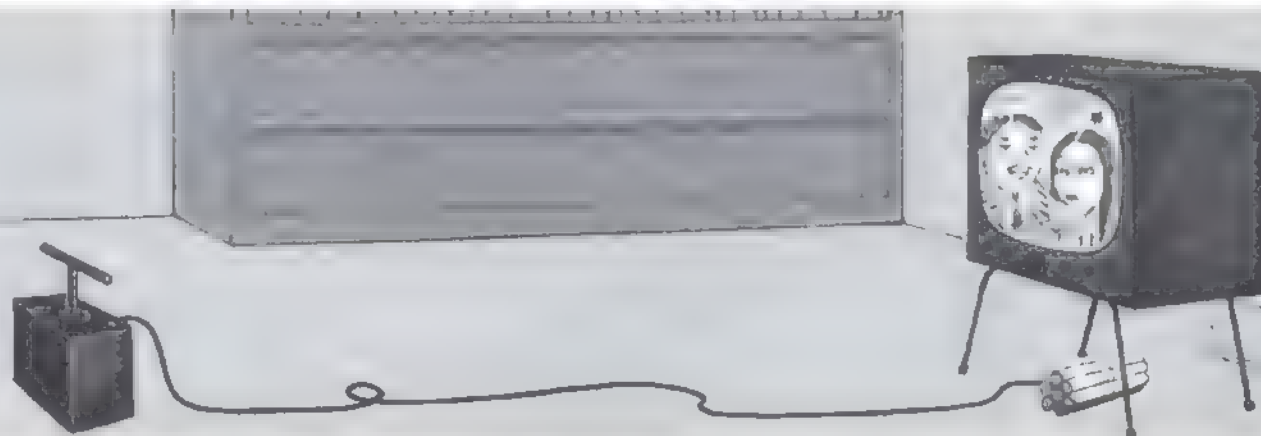
This component is designed for those viewers who prefer not to have their musical interludes marred by repugnant pictures. It automatically closes curtain over TV screen when music comes on, eliminating disgusting views of bad breath, gassy stomachs, etc., so viewers can eat a snack.

STILL PICTURE UNIT



For those viewers who would not be satisfied to stare at a blank curtain while listening to a musical interlude, this component can be added. It automatically unrolls a full-color photo that is both pleasant and inspirational to look at while listening to music and eating a snack.

MOST EFFECTIVE REMOTE CONTROL UNIT POSSIBLE



However, after carefully checking out this season's TV offerings, we've come to the conclusion that the programs are just as irritating as the commercials, and that this is the best remote control unit that you can use. Now, instead of exposing yourself to television brain-rot, your mind can be elevated and nurtured by more worthwhile pursuits. Like reading, frinstance. And we're not talking about reading this rag, you clod! Try something constructive!




COMIC BOOK ADS!

WHAT TYPE COMIC BOOK
AD READER ARE YOU? ARE
YOU THE FREELOADER TYPE
WHO SENDS AWAY FOR ALL
THINGS MARKED "FREE"?




...OR MAYBE YOU'RE THE
NAUSEATING TYPE WHO
SENDS AWAY FOR THINGS
MARKED "HOW TO BE POPULAR"
...HOW TO BE LUCKY IN LOVE...

...OR MAYBE YOU'RE THE MISERABLE TYPE LIKE ALL THE REST OF US...ATTRACTED BY THE PAGE THAT SAYS ON TOP, "MAKE MONEY!"



A cartoon illustration of a monkey with a grumpy expression, surrounded by various words for money in different currencies and forms. The monkey is holding a red sign that says "MONEY". The words around it include "CASH", "PEPOS", "BUSINESS", "MOOLA", "DARGENT", "DOUGH", "MONEY", "DINERO", "LUCKYBAGGELT", and "MONEY".

...THEN MAYBE, YOU'RE THE WORST TYPE OF ALL WHO FILLS OUT THE COUPON IN THE FRONT OF THE BOOK FOR A SUBSCRIPTION TO **MAD**!



WRITER HARVEY KURTZMAN ARTIST WILLELDER COLORIST MARIE SEVERIN

HOW TO HYPNOTIZE

IT'S EASY TO HYPNOTIZE...

when you know how!

Want the thrill of imposing your will over someone? Of making someone do exactly what you order? You do, do you? Shame on you, you dirty low-down no-good bum! Note illustration. Contrary to what your miserable mind may be thinking . . . it is the girl who is about to hypnotize the boy. Notice the position of her eyes which play important part in hypnotism. Also notice the position of her hand behind back which also plays most important part in hypnotism mainly since hand is holding baseball bat! To get your copy of our system of hypnotism, listen carefully and concentrate . . . concentrate . . . you are getting sleepy . . . sleepy . . . concentrate . . . go to your mother's pocket-book . . . you will take out \$1.98 . . . \$1.98 . . . concentrate . . . you will put it in an envelope with the coupon . . . **WITH THE COUPON** . . . concentrate . . . you will go out and mail it and then you will wake up and when you do you will forget you ever read this comic-book . . . **CONCENTRATE** . . . mail coupon to . . . Concentrate Inc., 928 98th St., N. Y. 28, N. Y.



CONCENTRATE... MAIL COUPON

CONCENTRATE INC., Dept. Welfare
998 98th St., N. Y. 98, N. Y.

Send me book on HOW TO HYPNOTIZE, nh master,
for which I enclose \$1.98
If not delighted, you will send my money back although
I guess you will be delighted with my money

Name _____

Alibi

Cave Number _____

GET PRIZES...MAKE MONEY

Look at the wonderful prizes shown below. They are just a few of the prizes I offer you without a cent of cost. Look at them! You want them, don't you? Admit it! By the way your heady little eyes are glistening and your tongue is hanging out, you know you want them! Heh heh heh... they're yours, you hear... all yours! All of my have to do is sell packs of my beautiful Christmas Cards at 25¢ a pack and get your father to sign a paper I will send you marked "contract!"

"Uncle" I'm good old friendly "Uncle" Louie, heh heh heh, and I've been helping boys and girls earn MONEY for 36 years. I've been helping boys and girls earn plenty MONEY... mainly for me.

BE FIRST IN YOUR NEIGHBORHOOD

Sell my pretty little packs to your family, friends and neighbors. It's easy. Even if they don't need the cards, they'll feel obligated to buy them. By gosh, you can embarrass every one of your relatives into buying a couple dozen packs. When sold — send ME the MONEY. Re-member — ME, the MONEY.

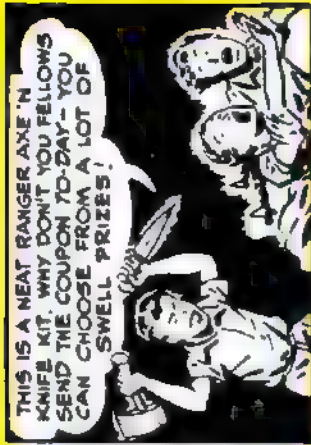
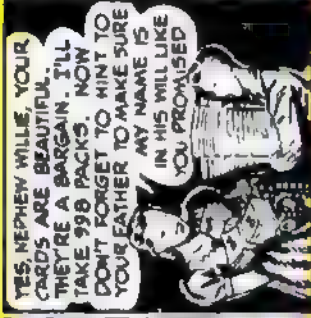
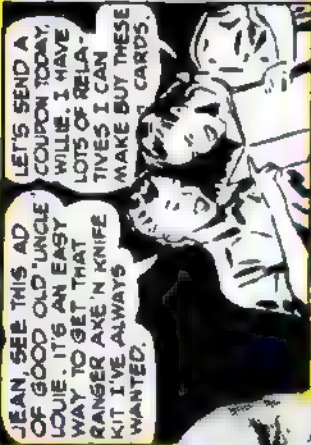
send — MONEY — ME. Thousands of smart boys and girls have been earning prizes this way. You can too — mainly because thousands of dumb boys and girls have also been earning prizes this way.

SEND NO MONEY, HEH HEH - I TRUST YOU...YOU FOOL YOU
"Uncle" Louie Inc., Dept. Parks
Boobyville, U.S.A.

MAIL THIS COUPON Today

Please send me your BIG PRIZE BOOK and one order of 500 Christmas Packs. I will resell them at 25¢ each for *clac*... send you the money and choose my prize

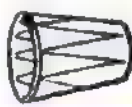
Name _____
Bank Account Number _____
Address _____



I Will Send You Prizes Like These Without ONE CENT OF COST


Maybe with blood but without one cent of cost. MAIL Coupon for... heh heh... FREE Prize Book

YOUR OWN DRINKING CUP




Your prize for selling a mere 25 packs. Made especially for hiking and camping out. Your name on it (if your name happens to be Dixie). Very useful in all sorts of emergencies

BEAUTIFUL WATCH for Boys and Girls



An Attractive Showpiece with Chromium case. In bracelet. Available Crystal. Genuine Leather Straps. No messy old work ing parts inside, but an attractive showpiece. This watch is given without cost for selling just 500 packs of cards

CADILLAC DELUXE CAR




This swell outfit is not a toy but the real thing. Be first in your neighborhood to have one... for selling only 20,000 packs of cards

REAL FACTORY




This swell outfit, complete with railroad siding and water tank will give you hours of fun. Yours without cost for selling 500,000 packs.

RAILROAD TRAIN AND CARS



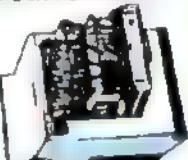
A genuine railroad train with pullman cars and engine, fully equipped. Plus five miles of track to run on. Don't miss this outfit for 1,000,000 packs.

CHEMISTRY SET



Perform feats of Chemical Magic. Make your own gunpowder and dynamite. This set for selling 100 packs

GENUINE DISH-WASHING MACHINE



Ideal for washing dirty dishes. Great fun, especially if you climb inside while in operation. This prize at no cost for merely selling 5,000 packs of cards

COLONIAL STYLE MANSION, COMPLETE



This swell outfit includes a fully landscaped ground and a Southern exposure. Can be had for a mere 100,000 packs

REAL FULL LENGTH STEAMSHIP



What fun you'll have running it on real steam. Has swimming pool n' everything. Complete with five miles of salt water to run on. Choice of Black or Green. 100,000,000 packs.



319

STAMPS

25¢

ALL-DIFFERENT

GUARANTEED \$5,000.98 CATALOG VALUE

We Guarantee Our Catalog Says So



HITLER HEAD

60

Perfect 45-45-90 triangle stamp with Hitler's head. Can be used to letter on any drafting board.



TRIANGLE STAMP

60

Perfect 45-45-90 triangle stamp with Hitler's head. Can be used to letter on any drafting board.



T-SQUARE STAMP

60

Perfect 45-45-90 triangle stamp with Hitler's head. Can be used to letter on any drafting board.



DUTCH GUINEA

60

Be the envy of your stamp club. You can have this rarest stamp in the world for an additional \$1,000.00.00.



MONACO NUDES

60

Run get that one you brady-eyed little fascist!



C.O.D. STAMP

60

I'll bet none of your friends have this stamp. For 50¢ extra, we will include rubber C.O.D. stamper.

FREE!

MIDGET STAMP ENCYCLOPEDIA

- Smallest Encyclopedia in country
- Sure is small
- Contains two pages
- Profusely illustrated

STAMPS



YOU ALSO GET hundreds of thousands of other fascinating and unusual stamps from all over the fun-lugger world — guaranteed \$5,000.98 Catalog Value! Look it up right in our Catalog if you don't believe — all for a lousy 25¢. Just think of the hours of fun you'll have poring through this giant collection — filling in hundreds of blank albums in your house — filling in hundreds of blank closets and attic spaces!

We're making this sensational offer — heh heh heh — to introduce you to our famous Bargain Approvals — which we'll send you for free examination. Heh heh heh! Free! Heh heh heh! No strings attached! Heh! Free! Heh heh heh heh heh! All we want is your soul. Just fill out the coupon and sign your name in blood. Hurry! Supply of these Bargain Packets is limited and besides we expect we're going to have to get out of town.

TROMP STAMP CO., Dept. Sanit.

98 Perforation Drive, Philadelphia, Pa.

Here's my 25¢. Shovel the stamps you described into a carton for me **plus FREE** profusely illustrated "Midget Stamp Encyclopedia" plus for FREE examination. Bargain Approvals absolutely FREE to look at all I want to look at for Free.

Name

Address

Lawyer's Name

**MORE
BEAUTIFUL
DANDELIONS
...LOOK!**

**ANNOUNCING
the new DANDELION
DEFENDER**

BOLT ACTION WITH PUMP
AND MAGAZINE FEEDER

**No. 98 lever.
\$7.98**

NEW DANDELION CARBINE

Own Dandelion's newest, most beautiful gun. The first forced feed, 50 shot lever-action Dandelion in 30 years. Bayonet attachment with novel saw toothed blade is something to see in action. This combination will make you the life of any party. Drag Dad to your dealers today.

**No. 1814
\$6.98**

NEW DANDELION FLINT-LOCK

Get this single action beauty. Crude but effective. This model uses an exceptionally large BB, 3/4 of an inch in diameter which can blow a hole as big as your fist through a human body. Ask your dealer for a demonstration.

**DANDELION
GRAVITY-FED
REPEATER**

Buy this husky Repeater. Note novel detachable stock which turns rifle into pistol you can hide in your shirt. Packs a heavy wallop. Excellent for stopping a charging man. Try it on your dealer for a demonstration.

**No. 998 mag.
\$5.98**

**ASK YOUR DEALER OR MAIL COUPON FOR
FREE REMINDER KIT**



This kit will outline an elaborate campaign on how you can pester your Mom and Dad and make life unbearable for them until they get you that Dandelion Rifle that you want. Just think! If you can persuade your Dad to get you any Dandelion Rifle, it will be comparatively easy to talk him into getting another with the aid of your first hard hitting Dandelion Rifle.

**REMINDS THEM TO
GET YOU A**

**DANDELION
FOR CHRISTMAS**



the famous

**DANDELION 1/2 FOOT
DED RYDER
COWBOY CARBINE**

IS ON DISPLAY AT YOUR DEALERS NOW AND IS

READY FOR CHRISTMAS!

That's right! Ded Ryder just rode into your favorite hardware, sporting goods, and department store with some new DED RYDER COWBOY CARBINES. Dirty no good hum! Imagine! His horse busted 7 showcases, to say nothing of what he did to the floors! Anyway, go see Dandelion's famous Cowboy Carbine that holds 1,000 BBs. Just think how long you can hold the cops at bay. Handsomely modeled fore-end. Realistic full-oval, pistol grip molded stock and handsome bayonet attachment. Be the envy and the terror of your neighborhood. For help in nagging your parents to get you one for Christmas, ask dealer for FREE reminder kit or send FREE coupon.

No. M-1, Gew. 98

Only \$5.75

**SHOOTERS!
TRY THIS
TRICK!**



DANDELION BULLS EYE SHOT IS

**APPROVED for use in
DANDELION
AIR RIFLES**

APPROVED BY US OF COURSE

MAIL COUPON!

**DANDELION ARMS CO.
Dept. Defense, I.G. Farben, Europe**
Please rush Dandelion Reminder Kit to me so's I can start working on the old man.

NAME _____

RIGHT HAND, please print

thumb	fore	middle	4th	pinky

Hi
Pal!
Win
\$100
as I
just
did!

Come on, Buddy, Quit being A BAG-of-BONES Weakling like I was

IN 10 MINUTES OF FUN A DAY YOU Can do ALL I did!

I gained 25 Terrific LBS. of HANDSOME POWER-PACKED MUSCLES all over!

DO YOU KNOW WHAT—I'M STILL A SLOB!

I improved my HE-MAN LOOKS 1000%

I won NEW STRENGTH for money-making work! for WINNING at all SPORTS!

I won NEW POPULARITY Won NEW FRIENDS, BOYS & GIRLS NEW CHANCES for BUSINESS SUCCESS

BEFORE

How did I do ALL This? My family is RICH so I did it ALL with MONEY! ANYHOW, I got

these 5 PICTURE PACKED HE MAN COURSES Which YOU can NOW get FREE

but don't worry, boy we got a way to get that old look onto you

I gained 25 lbs. of muscles

says John Grizzle

HOW TO MOLD A MIGHTY TOE

By GEORGE F. ALWETT

I learned to run faster than a speeding bullet! says Clark Kent

HOW TO MOLD A MIGHTY THUMB

By GEORGE F. ALWETT

HOW TO MOLD A MIGHTY ELBOW

By GEORGE F. ALWETT

HOW TO MOLD A MIGHTY PINKY

By GEORGE F. ALWETT

HOW TO MOLD A MIGHTY EYEBALL

By GEORGE F. ALWETT

"AMAZING SECRETS" course that will show you how to win \$100. This course entitled "ARMSTRONG'S RACING SHEET"

YOU CAN WIN a BIG 15 SILVER CUP as I just did with YOUR NAME engraved on it!



MELVIN TENDON

AFTER

He Mailed Coupon Below is Cleveland

BEFORE

He Mailed Coupon



90 lb. Skeleton

He says, I gained 70 lbs. of mighty muscle



"I'm PROUD to be seen with Melvin NOW!" says Nellie. "Melvin can lift a 2700 lb. car. He can shoplift too. He amazes his friends!"



You'll be A Real ATHLETE in ALL SPORTS Seen after YOU mail Coupon.

EVEN IF THAT COUPON GETS LOST IN THE MAIL.

2

COME ON, PAL, NOW YOU give me 10 PLEASANT MINUTES A DAY IN YOUR OWN HOME like Jim did and I'll give YOU A NEW HE-MAN BODY for your OLD SKELETON FRAME

NO! I don't care how skinny or flabby you are. As long as you've got money! I'll make you OVER by the SAME method I turned myself from a wreck to the strongest of the strong. YES. I will reveal to you the secret of using the word "SHAZAM!"

"Congratulations, John! At last you mailed the coupon as EVERY MAN should! Soon You'll be as big and strong as I am," says Jim Fulflex to John Haffer

Develop YOUR 520 MUSCLES Eliminate ALL 13 odor areas.

YES! You'll see INCHES added to your ARMS and CHEST Your BACK and SHOULDERS broadened. From head to heels you'll gain SIZE, POWER, SPEED. For you see, we're going to ship you a BEE-HIVE Each bee-sting guaranteed to swell you an INCH.



LAST CHANCE-ALL FREE COUPON

1. FIVE COURSES 2. RACING FORM 3. ENVELOPE 4. STAMP

Tell Me how to Get Something For Nothing.

ALWETT INSTITUTE OF PHYSICAL TRAINING 3838 LATISMUS AVENUE, DELTOID, MUSCLESHIPP

FREE FREE FREE FREE FREE FREE FREE

POTRZEBIE HOUNCES

"Alwett Courses great! A World for Building All Around ME-385 N"

—Lord Greyvibe alias Tarzan

NAME _____ AGE _____

ADDRESS _____ CITY _____ STATE _____

STATE _____

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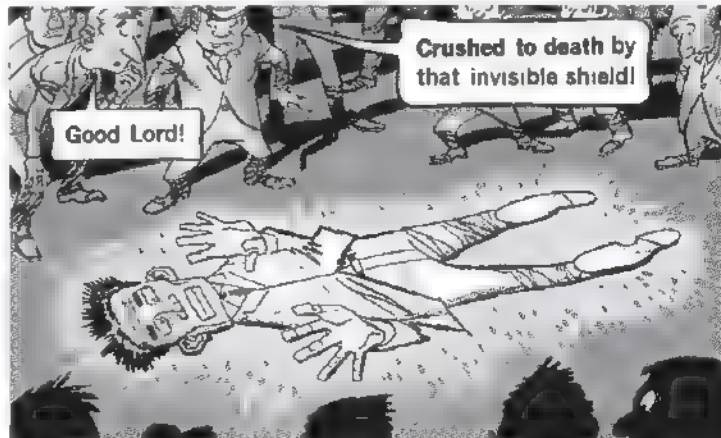
Mail Coupon in Time for FREE offer and PRIZES!



WE'D LIKE TO SEE

The Colgate Commercial

ARTIST JOE ORLANDO



WEEKLY WORLD
NEWS

THE WORLD'S ONLY RELIABLE NEWS

WWN STUDIOS FIRST FILM

**THE ZOMBIE
WEDDING**

COMING SOON!



BAT BOY FOUND IN CAVE

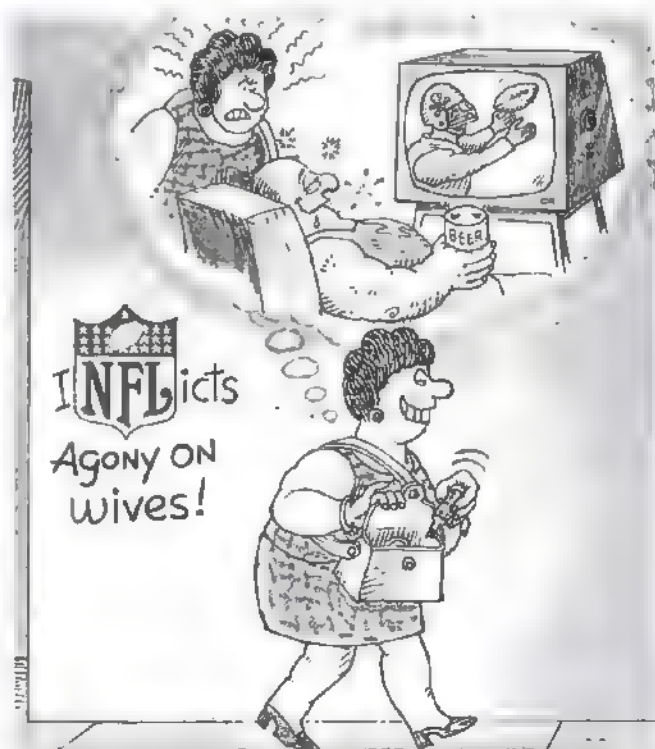
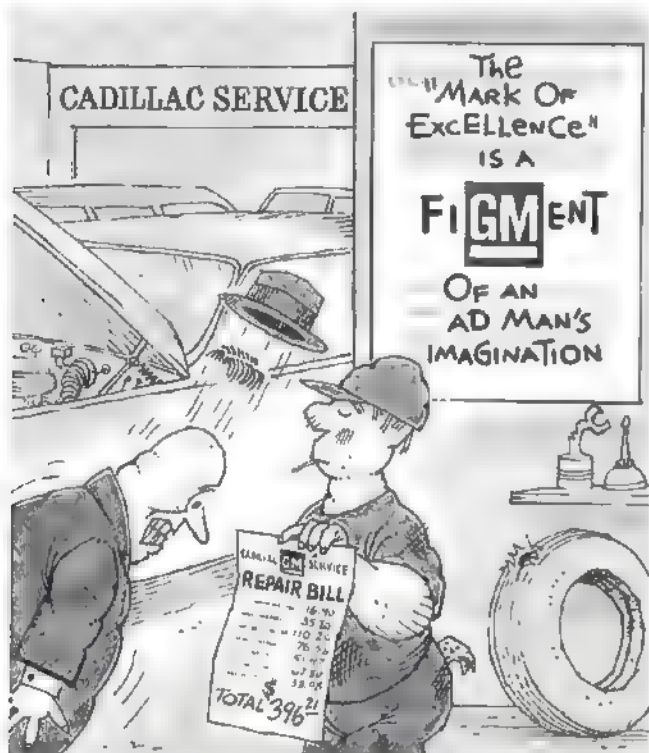


SCAN ME! For our website stories,
social media, cool WWN merch
and our **FREE NEWSLETTER**
www.weeklyworldnews.com



Spray cans and magic markers are changing the face of America. Every day, new bits of irreverence are added to trains, buses, buildings, billboards and any other available public surface. We at

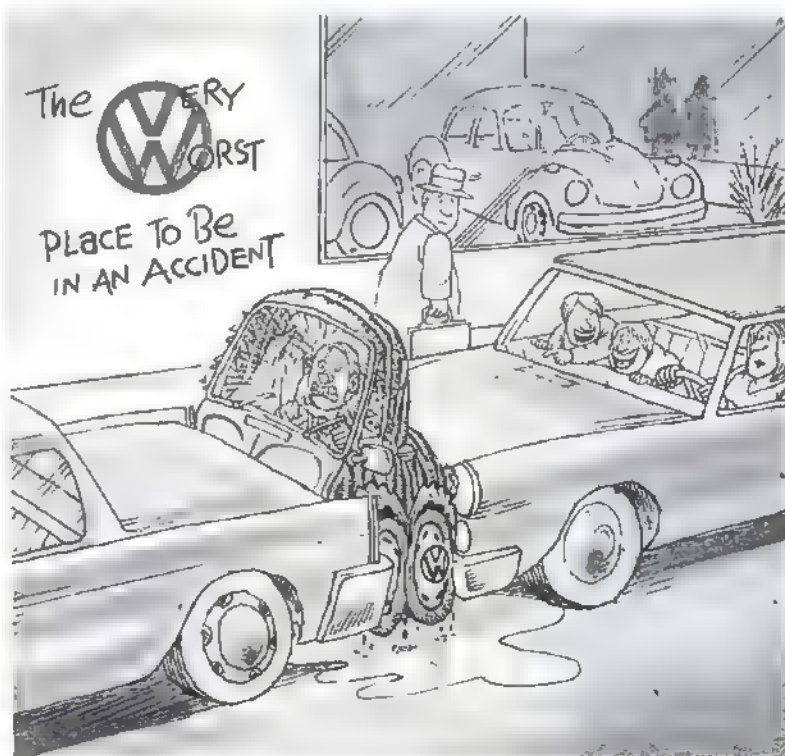
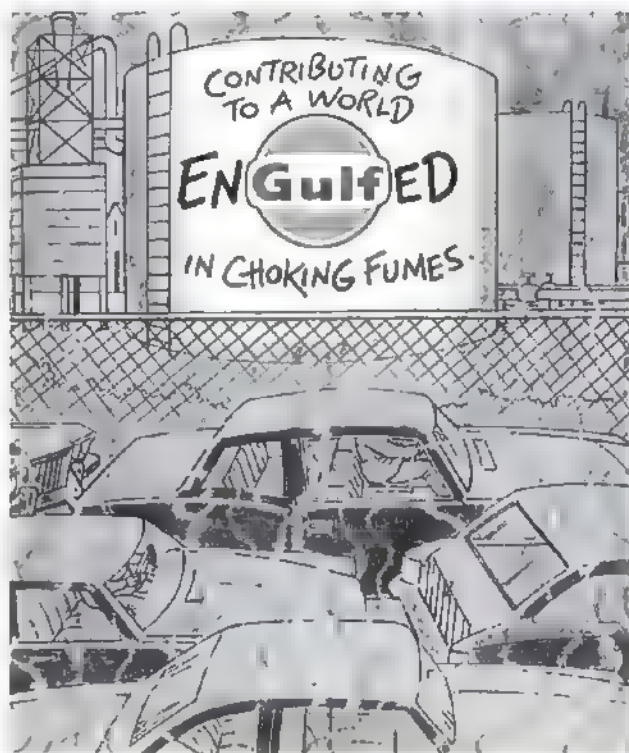
TRADEMARK

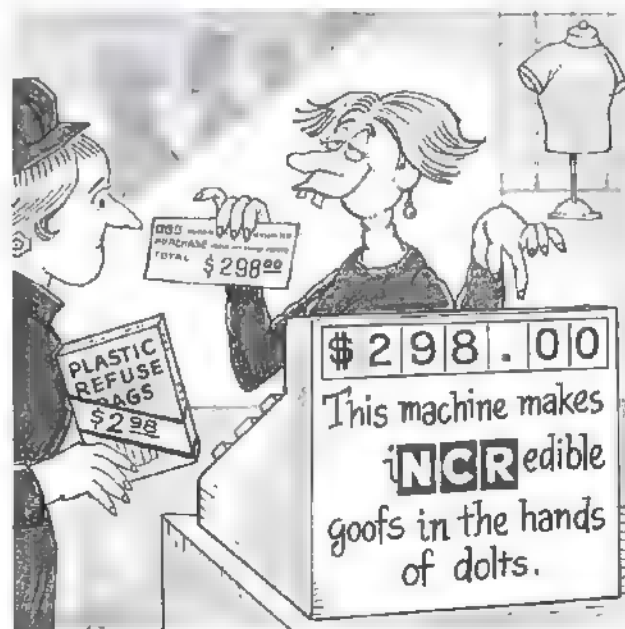
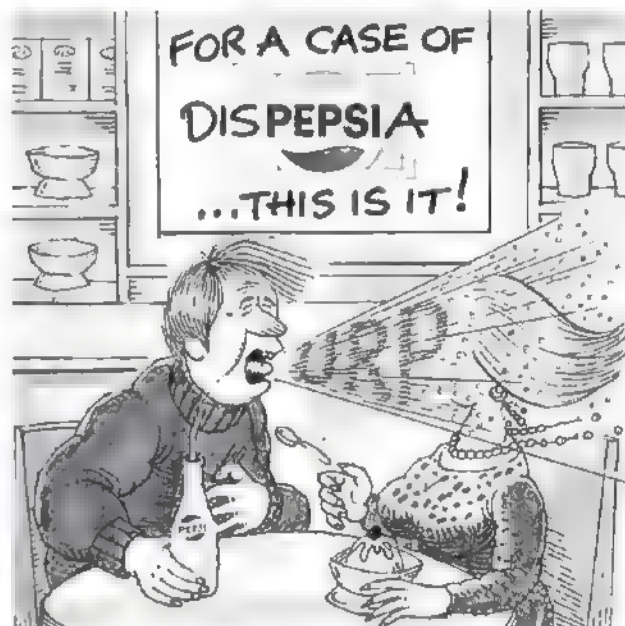


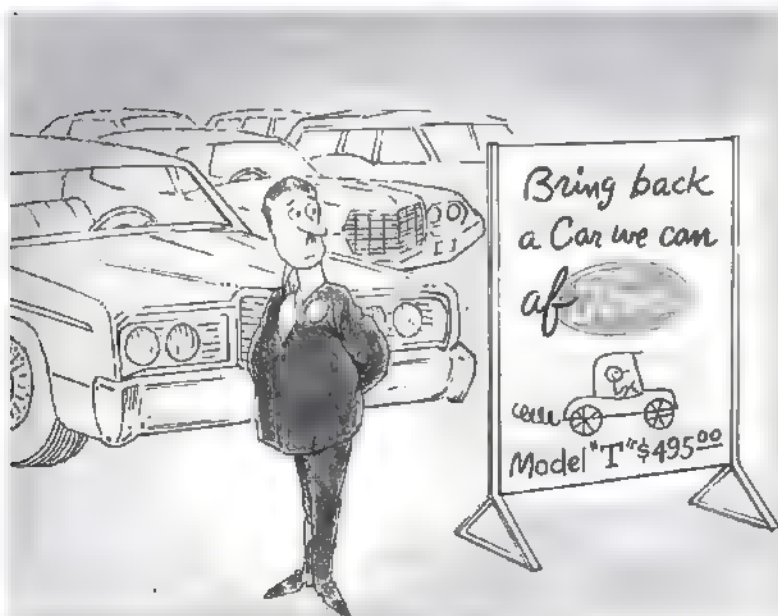
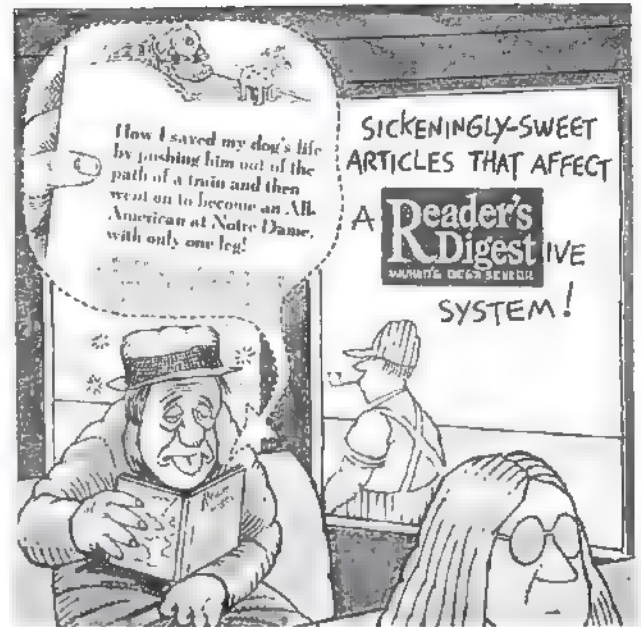
MAD shudder to think what might happen if those Graffiti Rascals ever started attacking that holy of holies, the Corporate Signature. Here are some of the horrors (heh-heh!) that could occur with

GRAFFITI

WRITER & ARTIST
AL JAFFEE



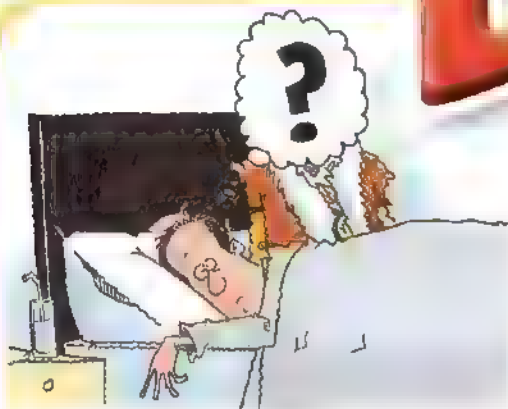




Right now, the Burger King is unavoidable. He's on TV, he's in print ads, he's on the internet—this is the most attention a creepy, plastic-faced weirdo has gotten since the last Michael Jackson trial. At this rate, we dread opening up the comics page for fear of finding...

JOHN CALDWELL'S

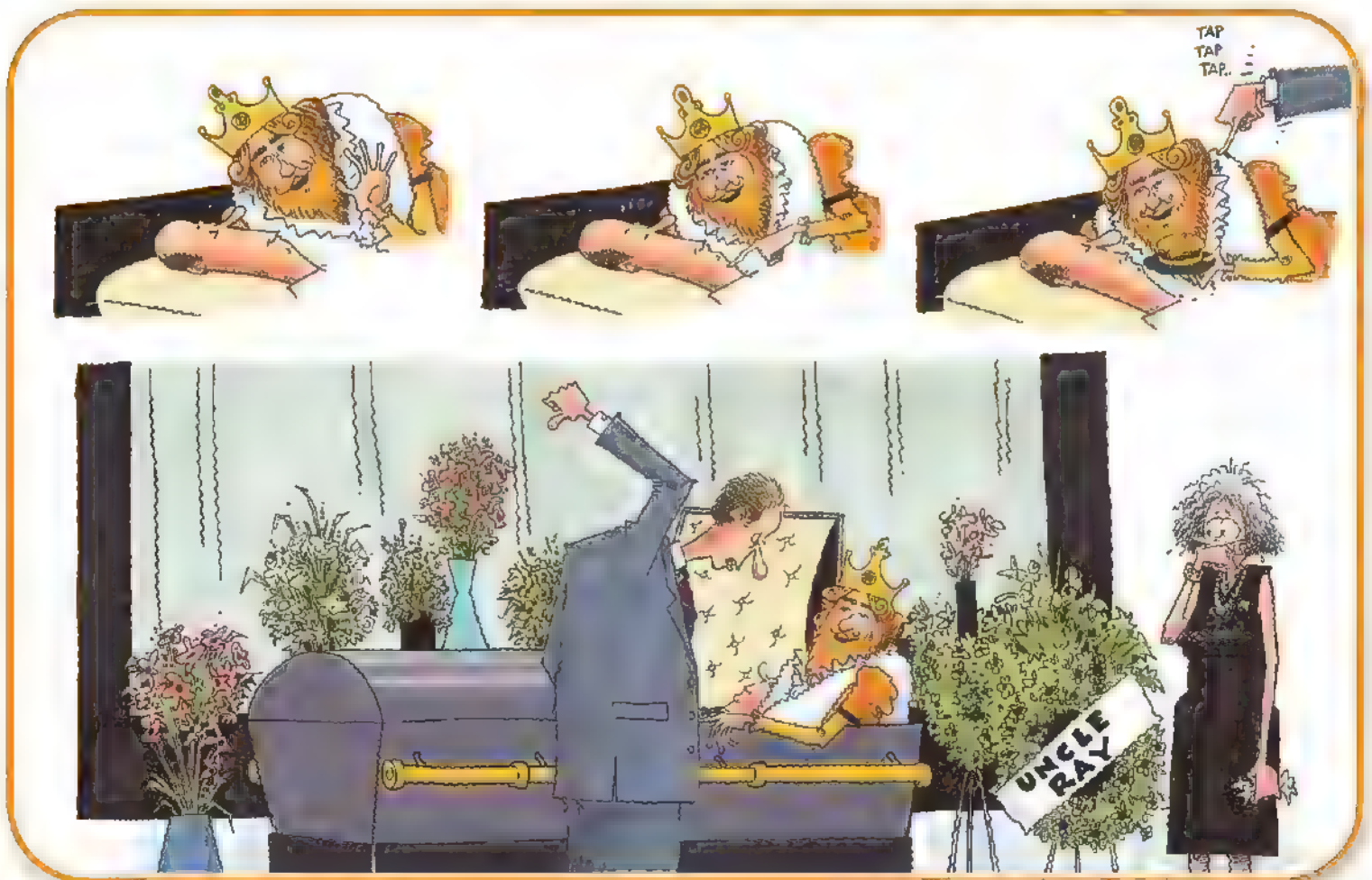
BURGER

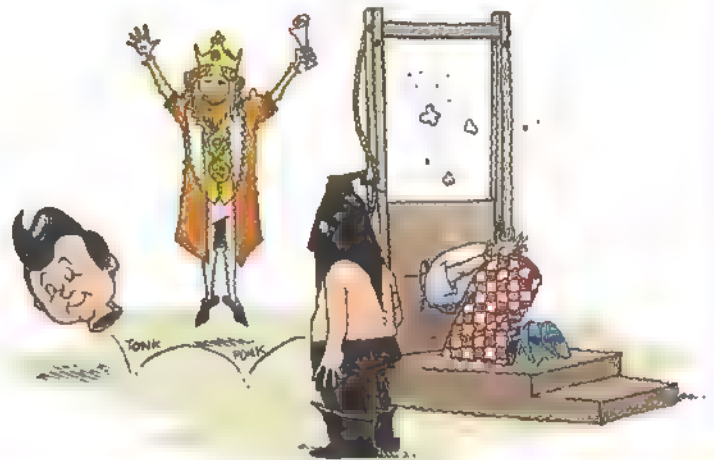
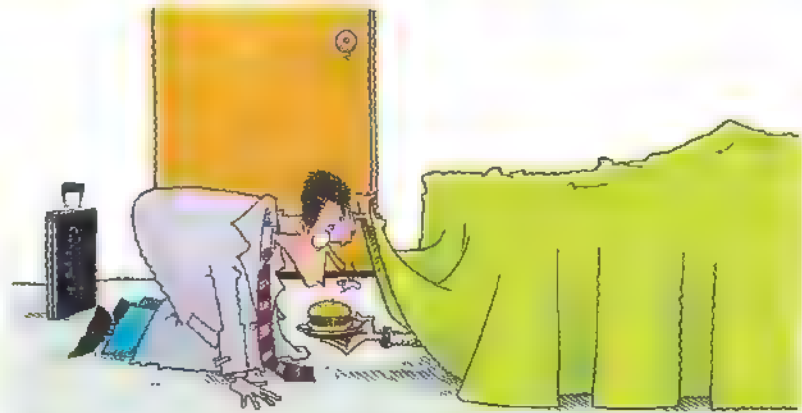


KING FUNNIES



WRITER & ARTIST
JOHN CALDWELL




$$D_{\text{eff}} = \frac{1}{2} \left(\frac{1}{D_1} + \frac{1}{D_2} \right) \quad \text{for } D_1 \neq D_2$$




MAD'S Consumer Believe It or Nuts!



MRS MABEL DUCK
of Blickflicky, Wyoming.
CLIPPED A DOZEN
MONEY SAVING COUPONS
OUT OF THE **NEWSPAPER!**
UPON ARRIVING AT THE
SUPERMARKET, SHE FOUND
EVERY SINGLE ITEM IN STOCK
IN THE **PROPER SIZE** AND WAS
ABLE TO GET THEM ALL AT THE
DISCOUNTED PRICES!

ELENORE POMERANIAN,

of Cuthbert City, N.J.,
BOUGHT A
CORDLESS PHONE
THAT PROVIDED
STATIC-FREE, CRYSTAL
CLEAR RECEPTION FROM
EVERY ROOM
IN HER HOME!



YALE TUBSTER

A COLLEGE STUDENT
from Blossomballs, Ind.,



BOUGHT A NEW **COMPUTER**
TO HELP WITH HIS SCHOOL WORK.
AFTER UNPACKING IT, HE
MIRACULOUSLY DISCOVERED
THAT **EVERY CABLE, MANUAL**
AND **CONNECTOR** HE NEEDED WAS
ACTUALLY INCLUDED IN THE **BOX!**

LANCE RIVERS

of Mantrasuck, Nebraska,
CALLED UP FOR CABLE TV



AND THE COMPANY TOLD HIM THE **EXACT**
DATE AND **TIME** OF INSTALLATION
SO HE WOULDN'T BE STUCK AROUND
THE HOUSE WAITING ALL DAY!
EVEN **MORE** INCREDIBLE WAS THAT
THE CABLE INSTALLERS
ACTUALLY KEPT THE APPOINTMENT!

SARA ANN THORNICKER,

SAW AN AIRLINE ADVERTISEMENT
FOR AN UNBELIEVABLY LOW
SUPER-SAVER
FARE!



UPON CALLING THE AIRLINE, NOT ONLY
WAS SHE ABLE TO PURCHASE THE
TICKET FOR THE LOW PRICE, BUT SHE
MANAGED TO GET THE EXACT DATE,
TIME AND FLIGHT THAT SHE WANTED,
NO STRINGS ATTACHED!

BILL FLIPPERGAST

of Cretinville, Texas,
CALLED THE
DEPARTMENT
OF
MOTOR VEHICLES
AND GOT THROUGH
ON THE
VERY FIRST TRY!

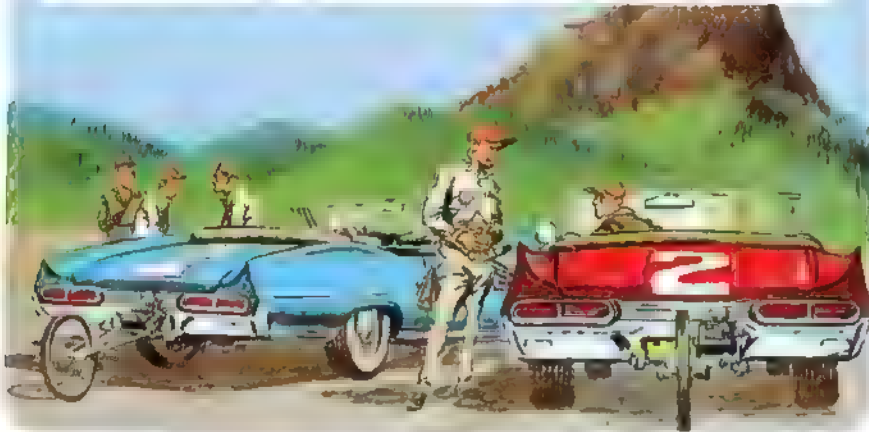


EVEN MORE
SURPRISING,
THE CLERK HE
SPOKE TO WAS
WARM, COURTEOUS
AND **HELPFUL!**

A TV AD WE'D LIKE TO SEE

The Shill Gasoline Commercial

Here we are at the base of famous Mike's Peak with two identical cars. Both cars are using the same measured amount of Shill Premium gas. The only difference is—car No. 2 has the mileage ingredient "Flatformate"!



Here we see both cars climbing the twisting, dangerous Mike's Peak Pike!



WRITER LOU SILVERSTONE ARTIST GEORGE WOODBRIDGE

Wait! Car No. 1 is coming to a stop! It has run out of gas!



We'll put up this banner to mark the exact spot where Car No. 1 stopped! And now, here comes Car No. 2...



Yes, folks! Car No. 2 with "Flatformate" goes right past the spot where Car No. 1 ran out of gas...



... and keeps on going!



I JUST PUT A GAS STATION ATTENDANT IN MY TANK!



A MAD AD PARODY
ARTIST BOB CLARKE

MAINLY BECAUSE I GOT SICK AND TIRED OF BEING EXPLOITED!

1 First there was that idiotic Tiger on all them boxes of Sugar Frosted Flakes—used by

2 Then came them ads for those Tiger paw tires on Pontiac's GTO Tiger to sell you

3 Then there's that ridiculous broad lying all over the Tiger skin on TV for

4 And finally there's this stupid idea of putting a Tiger in your car's tank by using

Kellogg's

U.S. Royals

**'TOP
BRASS'**

HUMBLE ESSO

WELL, THAT'S THE LAST STRAW! HONESTLY, I'M JUST FED UP WITH MADISON AVENUE'S PREOCCUPATION WITH TIGERS! NOW, MAYBE THEY'LL THINK TWICE BEFORE THEY COME OUT WITH ANOTHER ADVERTISING CAMPAIGN FEATURING ME!

Does this ad look blurred to you?

It should look blurred to you. Mainly because it really is blurred. We photographed it out of focus on purpose, and we're printing it exactly like this in millions of magazines all over the country.

Why are we doing this? So you'll strain your eyes to read it, that's why!

We're also running ads with blurred pictures—so you'll strain your eyes on them, too!

We figure if you strain your eyes bad enough on all our ads, you'll end up needing glasses. Pretty sneaky, eh?

Well, it was the best way we could think of to get you into our offices and shops so we could take you for plenty by overcharging for lenses and frames and eye-drops and like that. We, being all the greedy Optometrists & Oculists in the Better Vision Business Assoc.

A MAD AD PARODY

ARTIST JOHN PUTNAM

ORIGINALLY PUBLISHED IN MAD #82, OCT 1963

STATEMENT OF OWNERSHIP, MANAGEMENT, AND CIRCULATION

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Anne DePies, General Manager, MAD, November 4, 2023

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WHAT GROUP
HAS LONG BEEN
THE VICTIM
OF FALSE
ADVERTISING?

HERE WE GO WITH AN ALL-NEW MAD FOLD-IN

Advertising is all about story-telling. When a product has a compelling enough story, people are far more likely to buy it. However, when it's taken too far, some groups suffer dire consequences. To see one that has consistently been exploited by this practice, fold in as shown.

SWIPE FROM B TO A TO FOLD



A

B



BRAZEN SWINDLERS' SUCCESSFUL SCHEMES UNDERMINE
THE HONEST EFFORTS OF LEGITIMATE BUSINESSES.
SHREWD MARKETERS OF BOGUS PRODUCTS NEVER SKIMP
ON ADVERTISING—IT'S EXTREMELY EFFECTIVE BAIT.

A

WRITER & ARTIST JOHNNY SAMPSON

B

WHAT GROUP
HAS LONG BEEN
THE VICTIM
OF FALSE
ADVERTISING?

SWIPE FROM B TO A TO FOLD



A B



**GUARANTEED
RESULTS!!!**

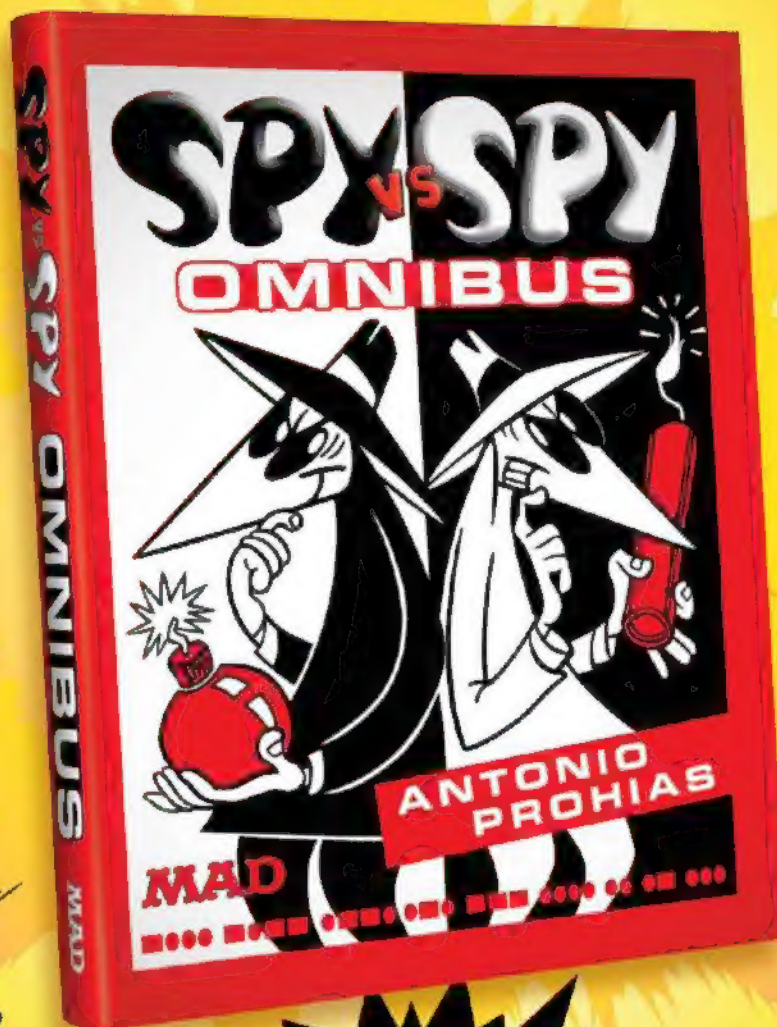
BRINE

SHRIMP

A B

YOUR ASSIGNMENT
IF YOU CHOOSE TO ACCEPT IT...
BUY THIS BOOK!

MAD



**KINDA
CHEAP!**

BOOM

THE DIABOLICAL DUO OF DOUBLE-CROSS
AND DECEIT RETURN TO PRINT IN THIS OMNIBUS
COLLECTING 50 YEARS OF SPY VS. SPY!

ON SALE NOW

THIS AD WILL SELF-DESTRUCT IN 10 SECONDS!

